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AUTHOR Childers, Thomas

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ABSTRACT

This study was the first phase of a multiple phase project to generate knowledge about the creation and rapid growth of information and referral (I&R) services in public libraries in the United States in the late 1960s and the 1970s. I&R service is defined as facilitating the link between a person with a need and the resources outside a library to meet that need. The study was implemented by administering two surveys. The nationwide survey polled one-twelfth of U.S. libraries about the extent of I&R services provided; sources of I&R innovation; and administrative factors. The focused survey polled all public libraries that provided I&R services about the background of I&R; sources of I&R innovation; I&R services offered; service delivery and administration; and evaluation of I&R services. The response rates of the two surveys were 43% and 66%, respectively. Analyses were based mainly on descriptive statistics. Following an executive summary, eight chapters provide: (1) an overview of I&R in public libraries; (2) a description of the two surveys and the response to them; (3) a discussion of the types of I&R services provided by the participating libraries; (4) a more detailed examination of the I&R services delivered in the libraries studied; (5) a description of the delivery systems used for I&R services; (6) an examination of various facets of the management of I&R services; (7) a discussion of the findings of the study and recommendations; and (8) a description of a half-day symposium on public library I&R that was delivered at the 1979 American Library Association conference in June 1979. Questionnaires and data from the two surveys are appended. (6 references) (SD)

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Final Report

Project No. 475AH70120
Grant No. G007702307

Thomas Childers
School of Library and Information Science
Drexel University
Philadelphia, Pennsylvania 19104

PUBLIC LIBRARY INFORMATION AND REFERRAL PROJECT: PHASE I, SURVEY

October 1979

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Office of Education
Office of Libraries and Learning Resources

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ABSTRACT

The study reported here consists of Phase I of a multiple phase project to generate knowledge about the recent innovation of information and referral (I&R) service in public libraries in the United States. Phase I consists of two interlocking surveys. In a Nationwide Survey, 1/12 of the nation's public libraries were polled on (1) the extent to which they provide I&R service, (2) the source of the I&R innovation, and (3) several administrative factors. In the Focussed Survey, all public libraries providing I&R -- identified through the Nationwide Survey or through informal means such as professional knowledge networks and the literature -- were polled. The purpose of the Focussed Survey was to gather data on the background of I&R, the source of the I&R innovation, I&R services offered, service delivery and administration, and evaluation of I&R. The response rates on the two surveys were 43% and 66%, respectively. Analysis was based mainly on descriptive statistics.

The findings are wide-ranging. Viewed broadly, there was found to be considerable variability in what services are offered as I&R, how I&R is viewed by the administration and staff, how I&R activities are incorporated into the existing library organization, and how much effort — time and money — is expended on I&R. There seems not to be a direct relationship between the size of a library and these variables. The responses permitted construction of a "high-profile" and a "low-profile" I&R library, which is useful to represent the parameters within which American public library I&R is operating.

Phase II of the project, due for completion in late 1980, will consist of seven detailed case descriptions of I&R in seven public libraries.

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Thomas Childers
School of Library and Information Science
Drexel University
Philadelphia, Pennsylvania 19104

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U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Office of Education
Office of Libraries and Learning Resources

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CHAPTER I
EXECUTIVE SUMMARY

CHAPTER II. I&R IN PUBLIC LIBRARIES: OVERVIEW

Information and referral service in libraries, or I&R, is broadly defined as: Facilitating the link between a person with a need and the service, activity, information or advice — that is, the resources -- outside the library which can meet the need.

Public librarians first showed substantial interest in I&R service in the late 1960's, and I&R services in public libraries seemed to grow rapidly from that time. The growth of I&R services in libraries seems to have been spurred by many of the same factors that caused them to proliferate in non-library agencies: a complex urban environment, a confusing array of helping services, and an increasingly large population of needy people. Other factors seemed to induce I&R in libraries in particular: librarians' skill and interest in collecting and organizing information; the relative constancy of library funding; long hours of opening; a generally neutral political stance; many dispersed branches; the library's reputation as a place to get information; and the desire to play a more vital role in the community.

The first major public library experiment in I&R, at Baltimore's Enoch Pratt Free Library, failed in 1974 after four years of faltering effort. Detroit Public Library began developing its I&R service in 1971 and soon became the prototype for public library I&R. Between 1972 and 1975 the U.S. Office of Education, Office of Libraries and Learning Resources, provided partial funding for five large city libraries to offer I&R through their existing branches. Known as the Neighborhood Information Centers (NIC) Project, it appeared to draw considerable attention of the profession to the idea of I&R.

While the literature on the topic of public library I&R has swelled in the past ten years, there has existed to date no sound overview of developments in this area. The current study, Phase I of the Public Library Information and Referral Project, is designed to provide a broad overview of the state of I&R in public libraries. Phase I, reported here, consists of two major parts: identification of public libraries providing I&R; and a detailed survey of public library I&R practice. The overall goals of Phase I are:

- To describe the incidence of I&R service in American public libraries, and the range of I&R services delivered.
- To describe how I&R is delivered and administered
- To identify the source of the I&R innovation
- To describe "typical" configurations of public library I&R.

In Phase IIa, which will begin in October 1979, the purpose will be to determine the costs of I&R, staff commitment to it, file structures and maintenance, the nature of inquiries, and the integration of I&R with other library services. This will be done through seven detailed case descriptions.

In Phase IIb the purpose will be to determine the demographics of I&R users and their use of and satisfaction with library I&R, with special attention to disadvantaged populations.

In Phase III, public library I&R activities will be compared with I&R in non-library agencies.

In Phase IV, a modular training program will be developed for professional librarians who seek to provide I&R services.

CHAPTER III. METHODOLOGY AND RESPONSE

The study is essentially two surveys in one: two different questionnaires were sent to two different samples.

Nationwide Survey

A systematic sample of 8.3% of the population of American public libraries was drawn from R. R. Bowker's current computer listing. The resulting 746 libraries received a short questionnaire after it had been pretested. The purpose of the questionnaire was to identify the proportion of American public libraries providing I&R services, the kinds of I&R services that they provide, the source of the I&R innovation in the libraries, and several broad administrative features of I&R.

After two follow-ups, the total useable response rate was 43% of the sample. There seemed to be no response bias related to size of library or geographic location.

Focussed Survey

The sample for the Focussed Survey consisted of two groups. The first group was all libraries that were identified in the Nationwide Survey as I&R providers, based on the number of I&R services they provided and other administrative criteria. The second group consisted of all libraries that could be identified through journals and knowledgeable professionals as likely to be providing I&R. The two groups were combined to form the sample for the Focussed Survey, which totalled 419.

The Focussed Questionnaire elicited data on these I&R-related factors: background, services offered, delivery and administration, and evaluation of I&R. After two follow-ups, the total useable responses amounted to approximately 80% of the sample.

Before analyzing data from the Focussed Survey, criteria were applied that served to identify "I&R providers," and only those libraries, 66% of the sample, were used in the analysis.

Analysis

The Statistical Package for the Social Sciences (SPSS) was used for analysis. Emphasis was laid on descriptive statistics -- primarily tabulations and cross-tabulations.

CHAPTER IV. THE OCCURRENCE OF I&R IN PUBLIC LIBRARIES

The first and major problem in studying I&R is defining it. At the date of the study, no widely accepted definition of I&R could be found in the literature of either library science or social services. Under a broad definition of I&R -- facilitating the link between clients and resources they need outside the library -- specific I&R services were defined. These services, divided into primary and secondary groups, served as a composite definition of I&R. Libraries in both the Nationwide and Focussed Samples were asked if each of the services were

Provided regularly, as a standard service
Not a standard service, but left up to the staff member
Not provided at all
In the planning stage.

Primary Services, Nationwide

The primary I&R services provided as a standard service by the Nationwide Sample libraries are

Simple information-giving (68%)
Complex information-giving (54%)
Constructing a public resource file (43%)
Referral (13%).

The most liberal definition of an "I&R library" would be any library providing at least Simple Information-Giving; the most conservative definition, any library providing at least Referral.

Almost 1/4 of the Nationwide respondents offer none of the primary I&R services. About 1/5 claim to offer 3 or 4.

Secondary Services, Nationwide

Secondary I&R services are provided as a standard service in the following frequencies:

Advice about Resources or Resource-Seeking Strategy	51%
Follow-up	10%
Advocacy	16%
Feedback	6%
Counselling	3%
Transportation	2%
Escort	1%

It seems that libraries are more likely to provide I&R services that are close to their existing repertoire than they are to provide more alien I&R services.

Support Services

Libraries often support non-library I&R enterprises. The most common support services are: compiling a resource file that is distributed to non-library agencies for their I&R work; assisting another agency in setting up a resource file; and assisting another agency in collecting data for the agency's resource file. Of the libraries that indicated they provided no direct services to clients, 20% said they have engaged in one or more support functions. A substantial number of libraries that had performed no support functions indicated that they would be willing to do so if asked.

Services Planned for the Future

The only I&R service area in which substantial movement for the near future seems to be projected is the compilation of public resource files.

Level of I&R Effort

It is difficult to distinguish libraries that are "really" providing I&R from those that "really" are not, primarily for reasons related to the definition and perception of I&R. Nonetheless in order to separate the "I&R libraries" from the "non-I&R libraries" in the Nationwide Sample so that the former could be included in the Focussed Sample, a set of criteria were applied to the Nationwide respondents. A Nationwide library was deemed "I&R library" if it (1) provides at least two of the primary I&R services as a standard service; and (2) prepares its own resource file; or has a distinct name for its I&R service; or has a separate I&R line in the budget; or assigns at least 1/2 FTE staff member specifically to I&R; or has hired at least 1/2 FTE staff member especially for I&R. The 36% of the Nationwide respondents that met these criteria were considered I&R libraries and were included in the Focussed Sample.

A simple test of validity of the criteria was applied to several libraries, and the criteria appear to discriminate correctly about 4/5 of the time.

CHAPTER V. THE NATURE OF PUBLIC LIBRARY I&R SERVICES

In this chapter are explored in greater depth the actual I&R services delivered in the libraries studied. The findings are drawn primarily from the Focussed Survey.

The four primary I&R services are offered as a standard service by the following percentages of the I&R-providing libraries:

Simple Information-Giving	81%
Construct Public Resource File	74%
Complex Information-Giving	61%
Referral	17%

None of the secondary I&R services is offered by as many as half of the respondents. Approximately 40% of the libraries Help the Client Choose a Course of Action. The other secondary services — Evaluating Outside Resources, Follow-Up, Advocacy, Feedback for Social Planning, Counselling, Transportation, and Escort — are offered by between 1% and 19% of the respondents. It is suggested that this is so because these lesser-provided services often require new, deeper relationships with the client, or more active involvement of the library staff in the community outside the library.

Other I&R services offered by some libraries include keeping lists of special individuals (translators, speakers, tradespersons, and others), keeping other lists (such as restaurant reviews, non-profit agencies in need of funds, and program ideas for clubs), publishing things (such as a directory of community organizations), and sponsoring various activities (such as tax counselling, I&R training, space for meetings).

Many libraries of the Focussed Sample provide I&R support services to non-library agencies. These services include

- Helping compile a resource file that is distributed to or shared with non-library agencies.
- Assisting another agency in designing its own resource file
- Assisting another agency in collecting file data
- Convening meetings of the region's I&R providers
- Working with another agency to seek I&R funding
- Publishing a joint newsletter, directory or other thing
- Conducting training sessions and workshops
- Providing space and facilities.

Very few libraries plan to provide on a regular basis any of the I&R services that they are not now providing.

Approximately half of the respondents could recall a specific starting date for I&R in their libraries. Of those, over 50% of the starts occurred in the years 1975-78. (Data collection was terminated in the summer of 1978.)

Chi-square analysis indicated that there is no apparent relationship between whether or not a library provides I&R services and its (1) political jurisdiction (city/town, county, school district, multi-county, state, other), its (2) location (zip code), or its (3) total annual budget.

CHAPTER VI. DELIVERY OF I&R SERVICES

Staffing

From the Nationwide Survey it was learned that the I&R libraries do not assign specific staff to I&R work in the overwhelming majority of cases. Also, rarely have new staff been hired for I&R.

Generally, the same was found to be the case in the Focussed Survey. Regular staff are used for I&R service in the majority of I&R libraries. It is far less common to find certain staff members assigned expressly to I&R work, and even less common to find staff assigned to only I&R work. The great majority of I&R workers have masters degrees in library science.

Most I&R workers have attended workshops, institutes, etc. related to I&R; some have had formal course work. Fewer -- although nonetheless a surprisingly high proportion -- have had formal education or training, or experience, in social service work.

The respondents most value in I&R workers (1) talents in interpersonal communication and (2) knowledge about the community.

The libraries are about evenly divided as to how they accomplish the behind-the-scenes work associated with I&R: they tend either to designate particular staff to do it, distribute it among the regular staff, or distribute it among the staff who answer I&R questions.

Integration of I&R and Other Library Services

In most libraries I&R activities are closely integrated with other activities. I&R staff tend also to do non-I&R things; the I&R service point is probably a point from which non-I&R service is also dispensed; I&R shares phone lines with other library activities. There are numerous diversions from this pattern, suggesting that in some libraries I&R is somewhat less integrated. To underscore non-integration in some libraries, there is an indication that a substantial number of libraries dispense I&R primarily in the main branch or in specially designated branches.

Interagency Cooperation

The relationship between the I&R library and the various agencies in the community is one that is potentially vital to the success of the library's I&R venture.

There is a tendency for the respondents to feel that agencies are rather accepting of the library as an I&R enterprise.

There appears to be a moderate degree of libraries' working with non-library agencies on I&R matters.

The respondents feel fairly strongly that there is a need to improve relationships between libraries and non-library agencies.

The libraries have done a variety of work with other agencies, including

- Helping compile a resource file for other agencies
- Assisting in setting up a resource file
- Assisting in collecting resource file data
- Convening meetings of area I&R providers
- Jointly seeking I&R funding
- Publishing an I&R newsletter jointly.

I&R Networks

Approximately 1/4 of the Focussed Sample indicated that they participate in an I&R network. They tend not to regard the network as a major factor in their delivery of I&R service.

The Resource File

While it was assumed at the outset of the study that every I&R library would use a resource file in some form in the performance of I&R, this turned out not to be the case in a substantial, though small, number of libraries (18%).

The resource files that are used occur in a variety of formats: index cards, printed or photocopied, computerized, microform, or combinations of these. The most popular form by far is index cards.

The great majority of libraries compile or help compile their own resource file. The number of items (agencies, for instance) in the files range from 2 items to 45,000 items. One half of the files contain 300 or fewer items.

The most popular things to include in the resource file are the obvious: name, address, phone number, description of services or activities. The range of items that libraries do include in the file is quite broad, extending even to the history of the agency and terms of office and frequency of rotation of officers.

The resource file is most often updated once a year, or as the need to revise an entry becomes apparent in the course of I&R work. More frequent updating is rare.

Computer equipment is rarely used to maintain or manipulate the file, or to retrieve information from it.

The most detailed information about resources is usually found in alphabetical order, by name of the resource; the next most common arrangement is alphabetically by subject. About half of the files are indexed in some way.

CHAPTER VII. MANAGEMENT OF I&R

The Source of the I&R Innovation

The three major factors that seem to inspire the introduction of I&R are: an informal assessment of the needs of the library's client group; a particular staff member; and another library's experience with I&R. Less influential factors were: the experiences of non-library agencies; the library's own formal needs assessments; another library's formal needs assessment; reports or articles not tied to a specific agency; or a directive from a person in authority, such as a board member.

Of the respondents who could name a particular library whose I&R experiences had influenced them, about 1/4 mentioned either the Neighborhood Information Center (NIC) project, the Office of Education (sponsor of the NIC project), or the libraries of the five cities in which the NIC project was sited.

The major channel by which the influencing factors had been communicated was Meetings, Conferences and Workshops.

The Place of I&R in the Library Organization

Overall, the Nationwide respondents felt that I&R is either appropriate or somewhat appropriate for public libraries to offer.

The overwhelming majority of the Focussed Sample considered I&R work to be primarily information work, as opposed to "social work." These same people thought their professional staffs, as a whole, are only slightly more inclined to view I&R as "social work."

When forced to choose between the retention of I&R vs. traditional library services, respondents saw themselves as most often electing to retain I&R, their directors as less likely to retain I&R, and the professional staff as a whole much less likely to retain I&R. Even among the respondents, however, there is indication that I&R would lose in a "showdown" with the four traditional services used in the questionnaire, with the possible exception of Program Events (demonstrations, talks, showings, etc.).

The greatest number of "overseers" of I&R service tend to occupy the second level in the library hierarchy; nonetheless, significant numbers of overseers are at the first (director) or third levels.

Financing I&R Activities

Very few libraries have separate budget lines for I&R. The amount budgeted for these libraries ranges from $4 to $58,115 per year. Three-quarters of the libraries in the Focussed Sample indicated that money for on-going I&R came from their regular budgetary sources. Some libraries do receive at least partial on-going support for I&R from outside sources such as state library agencies, the Office of Education, and United Way. Many libraries receive outside support in the form of free help, publicity and access to files, among others.

Many libraries -- although much fewer than half -- incurred start-up costs connected with I&R. Most of these received money for start-up from outside sources such as the Office of Education, private foundations, state library agencies and United Way. Many of them received assistance other than money, such as access to another agency's files, training assistance, publicity, and volunteer help.

Publicity

Well over half the libraries in the Focussed Sample have publicized their I&R service -- either publicizing I&R alone, or I&R along with other library services. The most popular media of publicity are newspapers, radio, flyers and brochures, posters and placards, and personal contact. Only two of the libraries supplied a separate budget figure for I&R publicity.

The Major I&R Hurdles

When asked what is the biggest problem in providing I&R service, the Focussed Sample replied with: staff resources and attitudes, the resource file, and public relations/outreach. Viewed more broadly, the single major problem seems to be staff or the money to hire staff, in order to do a better job of I&R.

Measurement of I&R Services and Activities

Most of the Focussed Sample libraries do not keep records on I&R service. Fewer than half the libraries collect even the "obvious" statistic of Number of Queries. This may be due to the difficulty in distinguishing I&R from traditional reference queries.

The most recent annual totals of I&R queries, where reported, was distributed fairly evenly along a continuum ranging from 15 (had just begun the service) to 24,000. One extreme instance of 163,000 was reported.

CHAPTER VIII. CONCLUSIONS AND RECOMMENDATIONS

There is a wide range of what is considered to be I&R, what services should be offered as I&R, how I&R is viewed by the administration and staff, how I&R activities are incorporated into the existing library organization, and how much effort is expended on the I&R venture.

In Chapter VIII a "high-profile" and a "low profile" of public library I&R activity are presented, based on the study data. They represent the parameters within which public library I&R service is operating. The two profiles are intended to be composite pictures, rather than accurate profiles of any actual situation.

Recommendations

The variety of attitudes toward and approaches to I&R in public libraries that is evident from the data may indicate the need to improve communication on the subject in the profession.

Since skill in dealing with people seems to be important in the performance of I&R work, library educators should address these skills at the level of basic professional education and continuing education.

Financial and personnel support for I&R is the paramount problem encountered in delivering I&R. One feasible way to resolve the problem, from the point of view of I&R, is to reorder the priorities of the several library services in order to place I&R high in the priority listing.

CHAPTER IX. SYMPOSIUM

A symposium on public library I&R work, held at the Dallas conference of the American Library Association in June, 1979, provided an opportunity for the principal investigator to present the highlights of the current research. The full text of his speech was subsequently published in Library Journal (104:2035-2039).

CHAPTER II

I&R IN PUBLIC LIBRARIES: OVERVIEW

To begin, let us establish a broad definition of information and referral:

> Facilitating the link between a person with a need
> and the service, activity, information or advice
> outside the library which can meet the need.

Hereafter, "service, activity, information or advice," shall be referred to as "resource" or "resources." I&R may consist of a live, individualized response to a person's inquiry, and it ordinarily involves the development and maintenance of a *resource file* -- a current list of resources and information pertinent to them. But, by some people's definitions, I&R may consist merely of a *printed* resource file with no live or online response to the individual client. As will be demonstrated in later chapters, there is some disagreement as to what I&R is and what activities are legitimate I&R activities. This disagreement is explicit in the writings on I&R and implicit in public library I&R practice.

Since the appearance of the book by Alfred Kahn et al., *Neighborhood Information Centers: A Study and Some Proposals* in 1964 [1], interest in establishing I&R service has grown rapidly. As part of this interest, there has been a concern in many quarters to create a switching center that can link an individual, whatever his need, with an appropriate resource. Existing agencies have sometimes taken on this function — for example, the health and welfare councils in many cities. Occasionally the gap has been filled by a new agency, such as Search in Los Angeles, the Model Cities Community Information Center in Philadelphia, or Operation Communications in Wilmington. Increasingly, public libraries have stepped in.

THE GROWTH OF I&R IN PUBLIC LIBRARIES

The birth of information and referral services (I&R) in public libraries is clouded. The true parents are not known and the site of its first appearance cannot be ascertained. In fact, it is likely that public library I&R was being conceived by many people in different places at about the same time, the late 1960's. The first major presentation of the fledgling service began in 1970 at Enoch Pratt Free Library in Baltimore. It was called the Public Information Center, and it was not very healthy. After four year of faltering activity, it was recalled, eventually to resurface in a new form in the same library.

In the meantime — partly due to the independent "invention" of the I&R idea elsewhere, and partly due to what that ill-fated first experiment at Enoch Pratt contributed to the field's understanding of I&R -- a few other public libraries had initiated their own I&R services.

Before moving further with the development of I&R services in public libraries, let us step back and consider the development of I&R in the social service sector.

I&R Outside Public Libraries: An Impressionistic Backdrop

Although I&R services were known to exist in the United States before 1900, they were few, and they proliferated slowly until the end of World War II. In the period after the War, American cities were growing very rapidly. The country was set on a course of becoming an overwhelmingly urban country, in place of the fairly even mix of rural and urban that it once was. Masses of people left the farm to take up life in the city. Many of these were variously deprived: they lacked marketable job skills, they lacked knowledge about survival in an urban environment, or they were poor.

Many sociologists, psychologists and historians have told the story of how urban areas became larger and more densely populated, and society became more complex. Compared to the way things had been, urban life after World War II was a maze of agencies, individuals, opportunities and constraints. It became clear to those who studied the urban environment that many citizens were not successful in finding their way through the maze to the things they needed.

I&R began to grow, to help people negotiate the maze. It began small usually. It often started as a byproduct of some other service. For instance, an employment agency might have begun providing referral to other agencies for clients who came to the employment agency by mistake. I&R begun in this way was dedicated to a limited sphere of activity (such as information about employment or drug abuse or Roman Catholicism) or to a limited target group (such as battered wives or youth). An occasional agency sprang up with I&R as its primary mission; but this did not occur in nearly the numbers as the agencies that provided community information as very secondary to some other overriding mission. And even when I&R has been an agency's primary mission, the tendency has been, quite naturally, for the information dispensed to focus on a particular area or target group, whether small or large. Thus, a given I&R agency might concentrate on drug-related problems, or on matters related to the aging population.

No matter what the speciality, or how broad it was, a given I&R service invariably left large sectors of useful information — and certain clients — untouched. We could speculate that somewhere, sometime the many fragmented I&R services available in a particular community, by a stroke of good luck, would have covered collectively the whole range of I&R needed by all members of the community. However, it is doubtful that this has ever been the case, through accident; and to date there seem to have been few attempts to plan or coordinate the fragmented I&R services in a community so as to respond to the complete range of the citizen's I&R needs.

Perhaps because of being often small and usually fragmented, the great majority of American community I&R information services seem not to be widely known to the general public. This may be because the bulk of the services are aimed at deprived persons or persons in trouble of one sort or another, and very few I&R services have been developed that can respond to the "average" person who is not in trouble, who does not have a grievous problem, but who does have a need — a question about how to get something or do something or find out about something -- stereotypically afflictions of people low on the socio-economic scale — has stigmatized I&R to the point that, even if the service is known about, the individual is likely to be reluctant to turn to it.

Another feature of most I&R services hosted by a service agency is that the primary orientation of their staff is not toward collecting and organizing things. Their orientation mainly is toward alleviating the trouble of the client through some kind of intervention. While this is a necessary attitude in I&R work, it may not be sufficient. It may result in files that are mysterious to a new worker, in outdated, uneven coverage of resources needed by the client group, in limited access to information in the files and in over-relience on resources familiar to the I&R staff.

I&R services have been poorly funded and transitory. With few exceptions, and most of those in the past decade, they have operated on a shoestring or less; and their existence has hung precariously on "soft" money, money that does not come from a steady source. In many cases, a major share of the staff's effort has been devoted to finding the wherewithal to continue for another year. Frequent failure to capture funding has meant frequent lapses in continuity in I&R programs and, often, termination of them.

The Role of the Public Library

It seems that because of these general conditions of I&R services — fragmentation, stigmatization, orientation toward serious problems and the deprived classes, transitoriness, lack of public prominence, and absence of concern for organizing and retrieving information — some people in the public library world began speculating about libraries' becoming involved. In addition to the above set of stimuli some saw the public library as an appropriate setting because of its long hours of opening; many dispersed branches; relative political neutrality; rather stable funding; reputation as a place to get information. Other stimili were the facts that many librarians have for years been wanting to become more vital to their communities, and they had been seeking ways to capture a larger share of the booming business of providing information to the public.

In 1966 a significant boost to I&R was provided by Alfred Kahn and his colleagues [1] when they published their report on the British Citizens Advice Bureaus (CAB's). In brief, the book analyzed the structure and activities of the CAB's, noted the lack of anything similar in the United States, and proposed alternative means for the United States to achieve roughly the same end. The few librarians who read it in the 1960's noted sadly that Kahn did not mention libraries as possible sites for I&R. Perhaps it was this lack of notice by the social service professions that spurred some librarians to action. At any rate, in the late sixties a few began discussing informally the library's possible role in I&R.

In 1968 the Enoch Pratt Free Library in Baltimore, working with the library school at the University of Maryland, began exploring an experimental I&R service.[2] In 1970 the experiment, called the Public Information Center (PIC), began. In this first venture into I&R territory, mistakes were made. PIC was isolated from other reference and information activities of the library; it was even somewhat hidden from the public in a corner of the main library's massive central hall; it was accessible almost exclusively in person; there was little publicity of it; staff was inadequate in numbers; and the upper administration provided little emotional support for the venture.

After four years of faltering service, PIC closed down. Yet it had great value in the I&R movement, by virtue of its publicity and the perceptive analysis and reporting of its shortcomings.

In early 1971 Detroit Public Library began assembling files and training staff for its newly conceived TIP (The InformationPlace) service. The administrators of the library — faced with massive budget cuts, as were all departments of the beleaguered city — saw community information as a possible means of increasing the Library's impact on the citizenry and on the city fathers and the purse-strings they held.

Detroit's approach was quite different from Enoch Pratt's. TIP was endorsed continuously by the upper ranks of administration as the first priority service for the forseeable future. All staff were trained in giving and collecting community information. TIP service was integrated with the regular library services. Perhaps most important, a massive publicity campaign, worth about $300,000 in 1970 dollars, was donated to TIP by a professional advertising agency. These characteristics led to a successful innovation: at the end of three years, the library was taking in about 100,000 new queries per year. Detroit quickly became the prototype of public library I&R service.

As Detroit was developing its TIP program the University of Illinois in 1971 convened an open conference on I&R service and public libraries. It seems to have been the first time the topic was dealt with formally and on a nationwide basis. The focal question was: "Is I&R library work social work"? The question was not answered there; but the occurrence of a national debate on the issue and the resulting published papers fueled the growing movement.

Between the years 1972 and 1975 the Office of Libraries and Learning Resources, U.S. Office of Education, provided partial funding for five large city libraries to offer I&R through their existing branches. Known as the Neighborhood Information Centers Project, it appeared to draw additional attention of the library profession to the idea of I&R, through professional literature and conferences. The most recent full evaluation of that project was produced by Childers in 1975.[3]

WHAT IS KNOWN ABOUT PUBLIC LIBRARY I&R?

I&R seems to be a major growth area in public librarianship today. As evidenced by published discussions -- well beyond 100, including several books — and by the number of libraries claiming to be involved in

I&R -- 296 were identified before this study began -- it is clear that the public library profession is bringing substantial thought and effort to bear on this new venture. Many librarians and library authorities are having to make decisions related to I&R service. Invariably the first attempts at making decisions uncover the depth and breadth of ignorance on the topic -- ignorance, for instance, about the role of public libraries in I&R, about managing I&R in a library environment, about appropriate skills and training, about the performance of libraries where I&R has been tried, about the impact of library-based I&R on the client group, and about how library-based I&R compares with non-library I&R.

Overall, questions related to I&R in public libraries fall into two categories: philosophical, concerning the proper role of the public library in information collection and dissemination; and practical, concerning methods of management, resources required, necessary skills and orientations, desirable sites, needs of the client group, potential impact, and other matters. Answers to such questions promise to improve the quality of decisions concerning local library practice, professional philosophy and policy, and the nature of formal and informal education for the library/information profession. The research reported here has concentrated on the practical questions related to I&R and public libraries, rather than the phiosophical questions.

A few earlier efforts have been made to answer the questions above. All of them attempted to consider both the user impact and the administrative elements of public library I&R. The Franklin and Summers[5] Childers[3] studied exclusively cities of the Neighborhood Information Centers Project. Yin, Kenney, and Possner[4] studied five cities, two of which were NIC sites.

Due to severe limitations of time and money, the scope of the studies was limited, and samples for some of the surveying were too small, by necessity. While the studies did raise important questions and advance some intriguing speculations — especially about the NIC Project — they left unanswered a number of questions about the precise I&R services that libraries offer, the kinds of queries received, the importance of the resource file in responding to queries, the management of I&R, modes of service delivery, the impact of I&R on other library services, the source of the I&R innovation, the quality of I&R service, and costs of I&R service — to name a few. Moreover, while the earlier studies shed light on a handful of public library I&R operations, they did not paint an accurate picture of public library I&R across the country.

A COMPREHENSIVE PUBLIC LIBRARY I&R INQUIRY

In order to increase our knowledge of public library I&R and thereby improve the quality of decision-making at the local, state, regional and national levels, a number of investigations would be required. Below is the outline of Public Library I&R Comprehensive Inquiry. Phase I is the study reported here. In all, the four phases are intended to provide a full description of public library I&R practice in the United States, the impact of that practice on client groups, and the relationship of public library I&R to non-library I&R. Phase IV is a complementary phase to develop a training program appropriate for public library I&R service personnel.

Phase 1. Study of Public Library I&R. Purpose: To determine the extent of public library I&R services in the United States, the nature of I&R practice, and the factors that stimulated the I&R innovation in public libraries.

Phase IIa. On-Site Investigation. Purpose: To determine the covert and overt costs of I&R (including start-up and continuation), commitment of staff to I&R, resource file structure and maintenance, range and frequency of inquiries, and the integration of I&R with other library services.

Phase IIb. User Survey. Purpose: To determine demographics of I&R users vis-a-vis users of other library services, and user satisfaction with the I&R service vis-a-vis other library services. Special attention should be paid to the service's impact on disadvantaged groups.

Phase III. Study of Library and Non-Library I&R. Purpose: To put the public library I&R experience into the context of the total environment by comparing the services offered, clients served, questions answered, and assistance provided by *public library* vis-a-vis *other* I&R services. To investigate the political, interpersonal, and fiscal relationships among library-based and other I&R services.

Phase IV. Training Program. Purpose: To develop a modular training program for professional librarians who seek either new skills or a new perspective in order to provide effective I&R service.

THE PUBLIC LIBRARY I&R INQUIRY: PHASE I

Phase I, the study reported here, consists of two major parts: identification of public libraries providing I&R; and a detailed survey of public library I&R service. The overall goals of the study are:

. To describe the *extent*, or incidence, of I&R service in public libraries

. To describe the range of I&R services in public libraries (what kinds of services are delivered)

. To describe the variety of I&R service configurations in public public libraries (how services are delivered)

. To describe the ways in which public library I&R services are administered

. To identify the stimuli of the I&R innovation in public libraries, with particular attention to the Neighborhood Information Centers project of the Office of Education, and

. To the extent possible, to describe "typical" configurations of public library I&R service.

The Office of Libraries and Learning Resources, U.S. Office of Education, awarded Drexel University the sum of $45,000 to execute the Phase 1 study between January 1978 and July 1979.

CHAPTER III

METHODOLOGY AND RESPONSE

The study is essentially two surveys, with these objectives: (a) to identify the occurrence of I&R in public libraries; and (b) to describe in some detail public library I&R service. Two different samples (described below) were drawn to achieve these objectives, and two different questionnaires were developed and mailed to sample groups.

NATIONWIDE SURVEY

Several methods of arriving at a sample group of libraries were considered. It was important that the sample be drawn from as current a list of U.S. public libraries as possible. R.R. Bowker, Inc. was found to have the most current and comprehensive such list, containing 9362 main public libraries (not branches) in 1978. The list is maintained in computer format and updated frequently and can generate random samples of public libraries. And the output can be in the form of mailing labels. It was decided that a systematic sample of one-in-twelve would yield a generous number of returns, adequate for nationwide validity. From a random start, the computer generated mailing labels for every 12th library (8.3% of the population). The sample thus generated contained 781 public libraries. After eliminating a number of libraries that were in fact other than main public libraries — such as hospital libraries, state libraries, special libraries for the blind and physically handicapped, prison libraries and veterans administration libraries, there remained 746 libraries in the sample.

The purpose of this questionnaire was to identify libraries that provide I&R services. Because I&R work is close to traditional reference work, criteria were developed to determine which libraries responding to the questionnaire provide I&R services. The questionnaire and criteria were pretested by mail once, on a sample of nine practitioners. The questionnaire was revised in response to their comments, essentially to achieve greater clarity and to reduce the length of the questionnaire.

It was then sent to the Advisory Group for comment, a final revision was made, and the questionnaire was finally mailed out along with a stamped return envelope. See Appendix A for the full questionnaire and tabulations of the data. Two mail follow-ups were designed to elicit a higher rate of return of the questionnaires (Appendix A). The first follow-up was a reminder to return the questionnaire as soon as possible and an invitation to send for a replacement if the questionnaire had been misplaced. The second follow-up consisted of a fresh copy of the questionnaire and a cover letter urging compliance. In order to achieve a high return rate, what were thought to be eye-catching graphics were employed in the cover letters and the questionnaire itself. Further inducements were added: each respondent was offered (1) a short summary of the final report and (2) a chance to participate in a small-stakes raffle.

After the two follow-ups, the total response rate was 46.4% of the sample. Most of the responses — 43% of the sample -- were useable. Cross-tabulations were performed on zip code and library budget, against response/non-response. There was found to be no association between non-response and either zip code or budget. Thus we might conclude that self-selection among the respondents occured equally in libraries of all budget sizes, and in all parts of the country.

FOCUSSED SURVEY

Having identified the proportion of libraries that claim to be providing I&R service, we next sought considerable detailed information about them. To ensure that there would be enough libraries responding to the second, detailed questionnaire, we queried *both* those I&R providers identified by way the of the Nationwide Survey *and* any other I&R providers that we could identify by other means. These two groups constituted the *Focussed Sample*, the recipients of the major questionnaire and the sample from which the major data for this study are drawn.

The first step was to separate tentatively the I&R providers from the I&R non-providers in the Nationwide respondents, to determine which libraries should receive the second questionnaire. In Chapter IV the difficulties associated with making this distinction are discussed. Here it will suffice to say that the criteria for inclusion in the I&R provider set were necessarily arbitrary. They were considered by the study team to be generous enough so we would err on the side of being over-inclusive. The criteria applied were these:

The library must provide at least two of the primary I&R services.*

Simple Information-Giving
Complex Information-Giving
Referral
Construct Public Resource File

and the library must meet at least one administrative criterion:

Prepare its own resource file
Have a distinct name for I&R
Have a separate budget line for I&R
Assign at least ½ staff to I&R
Hire at least ½ staff for I&R

One hundred sixteen (116) libraries, or 36%, of the Nationwide respondents met these tentative criteria.

The I&R providers identified by way of the Nationwide Questionnaire were augmented with a list of libraries "known" to be providing I&R. The intention in compiling this list was to identify as best we could the *population* of public libraries most likely to be providing I&R currently. In research parlance it would be called a reputational sample or, more aptly, a *reputational population*. To find the libraries in this population, the informal knowledge network of groups and persons associated with public library I&R was tapped: the advisors to the study, the heads of state library agencies, staff of the American Library Association and the Alliance of Information and Referral Services; and the personal network of the principal investigator. As well, news notes in professional journals, including *Library Journal* and *American Libraries*, were scanned to identify I&R libraries. Two hundred ninety (290) libraries were identified in this way.

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*The services are explained in Chapter IV.

A small number of libraries identified as I&R providers in the Nationwide Survey also fell into the reputational list. This overlap group numbered 13, or 11% of all the I&R providers in the nationwide sample. Clearly, the reputational list alone would not have yielded a complete list of the nation's I&R libraries.

The reputational list and the I&R providers identified from the Nationwide Survey were combined to form the sample for the Focussed Survey, the detailed inquiry into I&R practices. The sample totalled 419.

Our uncertainty about the number of libraries actually practicing I&R drove us to employ the sampling method of the Focussed Survey. While the method did succeed in giving us a reasonably large group of libraries to work with, it does not, of course, provide data from which we can generalize nationally with confidence. Strictly speaking, the findings of the Focussed Survey apply only to the Focussed Sample.

The Focussed Questionnaire was developed to elicit data on I&R services related to the following points: general background, services offered, delivery of I&R services, administrative features, and evaluation of I&R services and activities. The questionnaire consisted mainly of close-ended question, with a few open-ended questions. It was pretested on the Advisory Group and a selected group of nine others in the field of public library practice. After adjustments had been made in the order, wording and layout of the questionnaire it was sent to all 419 libraries in the Focussed Sample. An exhortative letter was eventually sent out to non-respondents, followed after about three weeks by another letter and a fresh copy of the questionnaire. (Appendix B).

At the time the data were committed to punched cards, the useable responses numbered 337, or 80% of the sample. The unuseable responses were fewer than 1% of the sample.

Before analyzing the data from the Focussed Survey, the responses were weeded in the same way that the I&R providers were identified in the Nationwide Survey. Inasmuch as we were not certain that all the respondents in the Focussed Sample -- particularly those in the reputational subgroup -- were bona fide I&R providers, we again applied criteria that would serve to set "providers" apart from "non-providers." This time, however, we added as a possible "administrative indicator" the criterion of having a resource file of more than 50 items. In the Focussed Survey, analysis was performed only on the "I&R providers." After narrowing the Focussed responses by the criteria, the 337 useable responses were reduced to 275. This represents 66% of the Focussed sample and 82% of the useable responses.

The Statistical Package for the Social Sciences (SPSS) was used for computer analysis of the data collected. The study was conceived as primarily a descriptive study. Therefore, the major calculations performed were simple frequencies and cross-tabulations. Chi-squares and appropriate measures of association were run on selected variables.

Due to an oversight in collating the Focussed Survey instrument, two parts of question 15, a question about the adoption of I&R, were omitted from the instrument. In subsequent analyses on the topic of innovation, only data from the Nationwide Survey were used.

Moreover, question 26, on the number of staff assigned expressly to I&R work, contains wording ambiguities that makes the count of masters and library science degree-holders unreliable. The data on degrees held were interpreted, where interpretation was necessary, to the smallest number of whole persons.

CHAPTER IV

THE OCCURRENCE OF I&R IN PUBLIC LIBRARIES

In trying to study I&R in public libraries, it was necessary to face a problem fundamental to the whole field of I&R: what is information and referral? For several years prior to the study it was obvious that the field of library practice harbored several different definitions of I&R. Looking outside library service for a firm definition, it was clear that no other profession had arrived at a generally acceptable definition, either. Even Kahn's superb attempt in the mid-sixties has been so revised and elaborated by various parties that it could not be considered standard. (1)

For this study, then, the first and major task was to settle on the "best" definition of I&R. As well as being "best" in terms of defining the philosophy of I&R, it had to be clear enough to have meaning to library staff — both initiates in I&R and newcomers. And the definition had to be precise enough to distiguish I&R from the traditional reference service that has taken place in most public libraries for many decades.

Experience outside this study underscored the importance of the question "What is I&R?" Through discussions with librarians in the United States and the United Kingdom, it became evident that many of the problems in initiating and implementing I&R are tied to the lack of consensus on a definition of I&R. Many librarians, on first encountering I&R, exaggerate the place of personal counselling and case work as activities of I&R workers. Some I&R workers who are attached to social service agencies may see the "mere" act of giving information as something considerably less than I&R. Some I&R workers view the production of a published resource file as a legitimate I&R function; others disagree heartily and insist that I&R can only be delivered "on-line," either person-to-person or machine-to-person. In introducing I&R as a library activity for the first time, erroneous or mythical conceptions of what I&R is seem to have nourished resistance to the innovation on the part of librarians and to swell the fear on the part of non-librarian I&R workers that librarians will capture all the I&R clients.

Given these understandings, an early objective was to cull the available definitions of I&R and invent our own — one that defined the possible functions of I&R exclusively separately and in terms that would allow librarians to distinguish I&R activities from traditional reference activities. A broad definition was adopted: facilitating the link between clients and resources they need outside the library. Under that, specific I&R activities were isolated and defined. The specific activities served as a composite definition of I&R for both the Nationwide and Focussed Surveys. The activities were divided into two groups. First, the four primary activities were: Simple Information-Giving, Complex Information-Giving, Referral, and Constructing a Public Resource File.* The activities were defined on the questionnaires in this way:

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* The concepts of simple and complex information-giving are drawn from the work of the Alliance of Information and Referral Services. See Corazon Esteva-Doyle. [Memo to] "Agencies eligible for inclusion in the National Directory of Information and Referral Services in the United States and Canada." Phoenix: Alliance of Information and Referral Services, Inc., October 15, 1977.

Simple Information-Giving	When appropriate, does the staff provide the inquirer with the asked-for information on outside resources, such as phone numbers, addresses, contact persons, etc., without further probing?
Complex Information-Giving	Does the staff give the same information as above, after probing to determine the inquirer's real underlying need?
Referral	Does the staff actively help the public make contact with an outside resource, by making an appointment, calling an agency, etc.?
Constructing a Public Resource File	Does the library construct a file or directory containing outside resources? And is that file made available for the inquirer to consult him/herself?

"Resource" refers to any organization or individual outside the library that is not another library and that has the potential of providing services, activities, advice or information that a client might need.

A number of "secondary" I&R activities were also identified. For the Nationwide Sample, there were seven. For the Focussed Sample the first of the seven was divided, to give a total of eight. On the questionnaire that went out to the Focussed Sample, the eight activities were:

Evaluation of Resources (combined in the Nationwide Sample with Planning Strategy as "Advice About Resources or Strategy")	Provide evaluations of the outside resources that are available.
Planning Strategy	Help the inquirer choose a course of action to reach needed resources.
Follow-Up	Make sure the inquirer has reached the proper outside resource, or has gotten proper help.
Advocacy	Work to overcome obstacles that the inquirer encounters in trying to secure help from outside resource agencies.
Feedback	From the insights or data acquired through I&R services, provide formal feedback on social service needs to politicians, planners, social agencies, etc.

. Counselling	Help the client work out personal problems (without necessarily using outside resources); requires deep probing of a complex personal situation such as alcoholism, emotional crises, family disputes, etc.
. Transportation	Provide — not simply arrange for — transportation for the client to outside resources.
. Escort	Provide — not simply arrange for — someone to accompany an inquirer to outside resources.

From previous studies it was known that some libraries have considered particular kinds of program activity to be I&R -- such as a workshop on filing income tax returns, a demonstration of educational toys, or a program on social security benefits. While such programs have potential benefit for the client group, they do not, per se, fall within the I&R goal of "linking" as stated above.

Libraries were asked which of the I&R activities listed above was

- Regularly provided as a standard service,
- Not a standard service, but left up to the staff member,
- Not provided at all, or
- **In a planning stage.**

This helped establish the degree to which the various I&R activities were current, bona fide services of the library.

PRIMARY I&R SERVICES, NATIONWIDE (q 2,3)*

Of the four "primary" I&R services, Simple and Complex Information Giving are offered as a standard service by over half the libraries responding in the Nationwide Survey. Constructing a Public Resource File runs a strong third, and Referral is last.

	Not Provided (%)	Not a Routine Service (%)	Standard Service (%)
Simple Information-Giving	4	28	68
Complex Information-Giving	9	37	54
Referral	34	53	13
Construct Public Resource File	33	13	43

Table 1. Availability of Primary I&R Services, Nationwide Sample

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*Refers to the number of the relevant question on the Nationwide instrument (q) and the Focussed Sample instrument (Q).

Referral, it appears, is provided quite frequently at the discretion of the individual staff member (53%) and only infrequently (13%) as a standard library service.

It is not surprising that Simple and Complex Information-Giving and Constructing a Public Resource File predominate as standard services. After all, they are closely related to traditional library reference service and would not require radically new skills or orientation to implement. Referral, on the other hand, could require an extensively altered relationship with the client (closer, more personal) and with the world of social services (greater awareness, assertiveness, external orientation). By adhering to the less radical I&R activities libraries are better able to preserve their existing role -- or, negatively, avoid the social and internal displacement that would accompany a major innovation. The client group does not need to be re-educated to a new role of the library; and non-library I&R agencies can continue to see the library as a disseminatior of factual information and not as a competing counselling, advising or social service agency. Maybe most important, the library staff can do those things that they feel prepared to do by virtue of their education, experience and predispositions.

A major problem in distinguishing I&R activities from traditional reference activities is that some of them seem to be essentially the same. Simple and Complex Information-Giving, and Constructing a Public Resource File are three cases in point. Many librarians will argue that they have always given out information on outside resources when asked, have always probed for the client's underlying need when appropriate, and have always kept a little file box in the reference desk with the names and addresses of some local community organizations in it. Of the four "primary" activities, the one that provides the clearest indication of bona fide I&R activity is Referral. It is probably safe to conclude that those libraries providing Referral as a standard service (13%) actually have some level of "I&R" service. Among the remainder -- libraries claiming to provide at least one of the other primary services as a standard service -- it is safest to assume for the moment that some of them are indeed engaging in a "serious" I&R effort, while others are simply describing a reference service that has been part of their library operation at a low level for many years. Again, this is a problem in definition. The nature of the problem can be imagined in considering the relationship among the three levels of service provision:

- Not provided
- Not a routine service
- Standard service.

The distinctions among these three levels of provision are cloudy. We can be sure that differetiation among them depends to a large extent on the individual filling out the questionnaire. Therefore we can expect to acheive a rather rough impression of the level of service provision.

The most problematic relationship is between Not a Routine Service and Standard Service. From personal and empirical evidence, it is known that there is considerable discrepancy among staff members, even in the same organization, as to which services are or are not provided and what the staff's responsibilities are. In filling out a questionnaire, then, we must expect the differentiation between "do provide" and "don't provide" to be subject to interpretation.

We have assumed, however, that the questions do elicit data that are adequate for approximate impressions. Only those services that are described as Standard Service are considered to be offered at a bona fide level. While a service may be provided irregularly, at the whim of the staff member (Not a Routine Service), that service is not viewed in this study to be bona fide. The major example among the primary group of services is Referral, which is claimed as a non-routine service by over half the Nationwide Sample, but as a standard service by only 13%. For this study, only those 13% of the libraries in the Nationwide Sample are viewed as offering Referral.

Almost one quarter of the Nationwide respondents said they offered none of the primary services as a Standard Service. That is, 24% of the Nationwide Sample indicated they had no vestige of I&R service. At the other extreme, 21% claimed to provide three or four of the primary services. This 21% might be considered a solid core of public library I&R providers, offering more than Simple and Complex Information. The level of effort in providing I&R, which will at the same time sharpen and complicate our understanding of who is and who is not doing I&R, will be discussed in later pages.

Number of Primary Services	Libraries Offering (%)
0	24%
1	21
2	35
3 or 4	21

Table 2. Number of Primary Services Offered, Nationwide Sample

SECONDARY I&R SERVICES, NATIONWIDE (q 4)

As mentioned above, the questionnaire that went to the Nationwide Sample asked about the provision of seven distinct secondary services — that is, services that facilitate or refine the primary services. The secondary services, like the primary ones, were considered to support the overarching goal of I&R, linking individuals with the resources they need.

	Not Provided (%)	Not a Routine Service (%)	Standard Service (%)
Advice About Resources or Strategy	8%	41%	51%
Follow-Up	39	51	10
Advocacy	39	45	16
Feedback	69	25	6
Counselling	72	25	3
Transportation	94	4	2
Escort	93	7	1

Table 3. Availability of Secondary I&R Services, Nationwide Sample.

Except for Advice About Resources or Strategy, the number of secondary services claimed by the responding libraries drops sharply from the number of primary services. There is a pattern to this. Notice that those activities that are externally oriented and require reaching beyond the library walls — such as Follow-Up, Advocacy, Feedback, Transportation, and Escort — are rarely checked as standard services. In addition, Counselling, the service that demands an intensive interaction with the client, an interaction that is foreign to the training, work and expectations of many library professionals, is rarely checked. In the case of both primary and secondary I&R services, it could be concluded that libraries at the moment are far more likely to elect I&R services close to their existing repertoire than they are to elect more alien services. Not a surprising conclusion. But it does cause us to wonder how far the profession has come in adopting the I&R innovation and to what extent I&R in libraries is a substantial innovation rather than a minor revision of existing practice?

SUPPORT SERVICES (q 10, 11)

Many libraries support other I&R organizations. Some libraries provide such support in lieu of direct service to clients; others fulfill a support function in addition to direct service. Respondents were asked to indicate, Yes or No, if their libraries had supplied any of the following services to other organizations. They were then asked if they would probably be willing to do so, if asked.

Work with Other Agencies	Have done	Would be willing
Compile a resource file that is distributed to non-library agencies for their I&R work	9%	41%
Assist another agency in setting up resource file	18	58
Assist another agency in collecting data for resource file	28	57
Convene meetings of I&R providers in your region	9	27
Work with other agency in seeking funding for I&R	6	23
Other	10	3

Table 4. Support Services, Nationwide Sample.

Of those libraries that indicated in the early questions that they provided no direct services to clients, 20% said they had fulfilled one or more support functions for non-library agencies. The vast majority of these libraries indicated that they assisted another agency in collecting data for that agency's resource file.

Along the same line, libraries indicated which of the support services they would be willing to do, if were asked by another agency.

Comparing the columns on Table 4, one cannot help notice the striking difference between what support services libraries claim to have given and what they say they would be willing to do if asked by another agency. The magnitude of the difference in the Have Done and the Would Be Willing columns prompts speculation: Are libraries not making their willingness known to other agencies? Do other agencies not want assistance? Are other agencies not willing to entrust these jobs to the library?

Consistent with the data reported earlier, libraries seem to concentrate their support energy and orientation ("willingness") on activities that are cognate with the traditional concept of library practice. Libraries claimed to have done and to be willing to do the three jobs centering around the resource file more often than the other candidates on the list -- Convening I&R Meetings or Seeking Funding.

Ten percent of the Nationwide Sample indicated that they provided support services other than the ones listed. They can be classed in this way:

- Shared files
- Conducted workshops

- Participated in meetings, formed and participated in service coalitions
- Provided space or facilities or books.

SERVICES PLANNED FOR THE FUTURE (q 2,4)

Four primary and secondary services are planned to be offered on a regular basis by libraries in the Nationwide Sample. Eleven percent of the respondents — the largest by for — reported that they intend to construct a public resource file, and over half of those indicated that this will have happened in 1978. No more than one library reported intending to offer either Advice About Resources or Strategy, or Advocacy, or Transportation. It could be concluded that the only front on which substantial movement for the near furture can be projected is the compilation of public resource files.

LEVEL OF I&R EFFORT (q 5, Q 27, 29, 36b, 43, 60)

To review some of the discussion above: Certain I&R activities are similar to traditional reference activities. In fact, some real I&R activities have been occurring in some public libraries for decades. Thus it is difficult for a study team to define I&R so that it can always be distinguished from reference, and it is difficult for some respondents to see reference and I&R as fundamentally different things. Add to this the likelihood that a "bandwagon effect" has grown up around the term "I&R" in the last 10 years or so, as more and more attention has been focussed on public library I&R. We can be sure that some libraries have boarded the bandwagon, renaming part of their standard reference services "I&R" and not doing anything essentially different from what had been done for half a century.

All these factors confound the effort to draw a clean picture of I&R. How does one distinguish libraries that are "serious" about I&R from those that are paying lip-service? How does one separate libraries that are really providing I&R from those that merely think they are? The problem is less like distinguishing apples and oranges, and more like distinguishing red apples from very red apples. Instead of achieving an absolute answer, the study team achieved an understanding: I&R, like every thing else, is relative: relative to the given library situation, relative to the existing reference and information services in that library, and relative to the perceptions of the person filling out a questionnaire.

Nonetheless, the study design dictated that a definition of "I&R provider" be established. Even if the definition were arbitrary, there had to be one. It was necessary to separate the red apples from the very red apples in the Nationwide Survey, so that the more detailed survey — the Focussed Survey — could be directed to only those libraries most likely to be providing I&R. The definition finally arrived at was a combination of

- nature of I&R activity and
- certain administrative indicators.

That is, in order to fall within our definition of "I&R provider" a library must have indicated that it provides at least two of the primary I&R services as a standard library service; and that it either prepares its own resource file, or has a distinct name for its I&R service, or has a separate I&R line in the budget, or assigns at least 1/2 FTE staff member specifically to I&R work, or has hired at least 1/2 FTE staff especially for I&R. The illustration below may make the criteria clearer.

AT LEAST TWO I&R FUNCTIONS, AS A STANDARD LIBRARY ACTIVITY	AT LEAST ONE ADMINISTRATIVE INDICATOR
Simple Information-Giving	Prepare own resource file
Complex Information-Giving	Distinct I&R name
Referral	Separate budget line
Construct Public Resource File	Assign ½ staff to I&R
	Hire ½ staff for I&R

Illustration 1. Criteria for "I&R Provider."

This definition of "I&R provider" is generous. It does not, for instance, exclude the library in a very small community by insisting on a resource file of a particular size. On the other hand, it is to be expected that some libraries with very real I&R services might not meet the criteria, and would not be counted as a provider. As an example of this kind of error: A library with a strong I&R service that has purchased an adequate resource file from a local agency, that has fully integrated I&R into the library's information services and technical processes so that separate I&R activities have completely disappeared from view, and a separate budget no longer exists. Such a library might not be identified as an I&R provider. At the outset it was felt that the probability of a strong library thus avoiding detection was very low.

As discussed earlier, another source or error in determining which is and which is not an I&R library is the interpreation of questions 3 and 4 on both questionnaires. Respondents were asked to identify the specific I&R services that are:

"Regularly provided as a standard service,"

"Not a standard service; up to the staff member,"

"Not provided at all."

From the responses it seems that most respondents answered "not provided at all" consistently. However, the distinction between "Regularly..." and "Not a standard service..." seems to have been more open to interpretation. Consequently we can be sure that this resulted in some error in applying the criteria of I&R provider.

In order to arrive at a rough estimate of the error in the criteria of I&R provider, 17 of the libraries in the Focussed Sample which returned valid questionnaires were selected. These were libraries known to the principal investigator to be providing active I&R service, with one exception; that one was known not to be offering I&R. The 17 were matched against the criteria. The fit was 82%. That is, 14 of the 17 fit the criteria as we had predicted they should. While this is not a rigorous test of the criteria, it does give some idea of the rate of error in applying them.

In the Nationwide Survey, 136 libraries were identified as I&R providers under the established criteria. This number was 36% of the Nationwide respondents. These libraries were then included in the Focussed Survey, along with many other libraries that were thought to fit the criteria. In the Focussed Survey, 275 libraries, or 82% of the respondents, fit the criteria. Comparison of these percentages attests to the face validity of the criteria for defining "I&R provider." That is, we would hope for a small percentage of the Nationwide Sample and a large percentage of the Focussed Sample to fall into the provider class, and that is how it turned out.

Chapter V

THE NATURE OF PUBLIC LIBRARY I&R SERVICES

In this chapter the discussion draws mainly from the second round of the study, the Focussed Survey. Where appropriate, data from the earlier Nationwide Survey will also be brought to bear. The data from the Focussed Survey cannot be regarded as representative of American public libraries. In a strict statistical sense the data apply only to those libraries studied. Recall that the Focussed Sample consists of (a) those libraries that could be identified by reputation as I&R providers, plus (b) all the libraries identified as I&R providers in the Nationwide Survey. Before data analysis, any library that did not meet the minimum criteria of I&R provider discussed earlier was removed from the Focussed Sample. Also, the construction of the questionnaire was such that only those libraries providing I&R for the general population — as opposed to I&R for special target groups, or in support of particular subject departments or special projects — would be counted as I&R providers. The number of valid responses, after this adjustment, is 214.

In this chapter we will explore in greater depth the actual I&R services delivered in the libraries studied.

I&R SERVICES OF THE FOCUSSED SAMPLE LIBRARIES

Primary Services (Q2,3)

The primary I&R services show up in roughly the same pattern in the Nationwide and Focussed Surveys. However, as would be anticipated, the number of standard services is greater among the Focussed Sample. The great majority of the Focussed group offer Simple Information-Giving and Complex Information-Giving, and Construct a Public Resource File as a standard service. Relatively few engage in Referral as a standard service.

	Not Provided %	No a Routine Service (%)	Standard Service (%)
Simple Information-Giving	2%	18%	81%
Construct Public Resource File	11	15	74
Complex Information-Giving	6	33	61
Referral	35	48	17

Table 6. Availability of Primary I&R Services, Focussed Sample.

By definition, none of the Focussed Sample, as adjusted according to the "provider" criteria, reported zero or only one primary I&R service. The percentages of libraries reporting 2 and 3 or 4 primary services is shown in table 7.

Number of Primary Services	Libraries Offering (%)
0 and 1	0%, by definition
2	45
3 or 4	55

Table 7. Number of Primary Services Offered, Focussed Sample.

Secondary Services (Q 4,5)

The provision of the so-called secondary I&R services by the Focussed Sample libraries is displayed in Table 8. None of these services is offered by as many as half the respondents. Rarely do the libraries involve themselves with moving clients to the resource. Counselling on personal problems (as opposed to providing information related to personal problems) is likewise rare. Feedback for Social Planning and Evaluation of Outside Resources for the client — activities both associated with some kind of assessment of the quality of services available — are each offered as a standard service by fewer than 10% of the respondents. Given this observation, there may be some paradox in the fact that 34% of the libraries say they help clients chose a course of action to reach a needed resource; it is likely that such help would frequently involve some at least informal assessment of the resources available. The key difference between Helping a Client Chose, vs. Feedback or Evaluation, is that Helping probably involves a more informal assessment of resources, while Feedback and Evaluation require a more formal assessment and consequently higher political risks.

	Not Provided (%)	Not a Routine Service (%)	Standard Service (%)
Help Choose Course of Action	18%	48%	34%
Advocacy	37	46	17
Follow-Up	48	40	12
Evaluate Outside Resources	66	25	9
Feedback for Social Planning	66	25	9
Counselling	87	11	2
Transportation	97	3	1
Escort	96	3	1

Table 8. Secondary I&R Services Provided, Focussed Sample.

In our previous experience with I&R libraries, Advocacy of the client's needs — that is, working to overcome obstacles that the client encounters in trying to secure help from outside resource agencies — seems to have been seen by librarians as a politically "hot" activity and therefore one to be avoided or approached with extreme caution. Against that previous experience, the proportion of libraries claiming to engage in some form of Advocacy is surprisingly high. The questionnaire does not reveal, of course, the precise nature of Advocacy offered. The 17% reporting Advocacy activity could be engaging in anything from gentle inquiries into obstacles the clients are encountering, to legal suits to secure clients' entitlements.

Follow-up -- making sure the client has reached the proper resource, or has gotten the needed help — is widely considered a standard part of I&R, within both the library and non-library I&R communities. Previous exposure to library and non-library I&R programs suggested that, although it is a standard ideal, Follow-up requires such outlays of staff time and is so difficult to implement without conveying to the client a sense of prying, that it is often not done as a matter of course. Rather, librarian and non-librarian I&R workers alike often try to identify those particular cases where it is likely that the client may not get what he needs. They follow-up only those cases. Judging from the data of this study, it seems that the great majority of library I&R providers have opted not to engage in follow-up as a standard service. Instead, its provision is left to the individual staff member, or it is not provided at all.

Thirty-seven, or about 16% of the libraries, specified other I&R services that they provided. Many of these service were substantially different from the services identified in earlier or later questions, and they enrich our idea of what public library I&R can be. The largest number of people mentioned as an "Other I&R Service" that they kept a list of special individuals (as opposed to agencies). Among the kinds of individuals mentioned were:

: People who might serve as a learning resource, such as reading aides
: Translators
: Speakers
: Skilled tradespersons
: Health service professionals and physicians
: Lawyers
: Volunteer workers.

Types of "lists" other than individuals were mentioned frequently, as well:

: Bulletin board of current events; message wheel
: List of non-profit agencies in need of funds
: Restaurant review guide
: Geneology address book*
: Day care file
: Clearinghouse for local history authors*
: List of program ideas for clubs and organizations.

*No other information supplied by the respondent

Some libraries mentioned that they publish things, such as a list of local organizations or a directory of community resources. Some libraries distribute other agencies' pamphlets and brochures.

A miscellany of other I&R activities were mentioned, such as:
: Tax counseling service
: Space for meetings
: Information-van
: "Showcasing" of local agency services
: Training in I&R service
: Cable television*

The services listed above seemed special enough for the respondents to mention them. To other library staff, though, it is quite likely that some of the things mentioned are not special at all, but are part of what they consider "regular" I&R service. Moreover, some of the above "other" I&R services may not be seen by some as true I&R services — that is, a service that helps put a person in touch with a non-library resource that will fill a given need. Tax counseling and space for meetings may be two such questioned activities. While they are undoubtedly helpful or educating, they may not have been designed to link a person to a resource outside the library that will help with a specific need; thus some may consider them peripheral to bona fide I&R services.

Support Services (Q 80)

Many libraries that provide I&R services directly to clients also act in a support capacity for other, non-library I&R agencies. The major support activities relate to work with resource files — either preparing a file that is sent out to non-library agencies, or helping another agency with its own file. Table 9 shows what percentage of the 275 libraries in the Focussed Sample that have been identified as I&R libraries support non-library I&R enterprises.

Support Services	Percent of libraries providing the service
Assist another agency in collecting data for its resource file	48%
Help compile a resource file that is distributed to non-library agencies for their I&R work	41
Assist another agency in setting up a resource file	40
Convene meetings of I&R providers in the region	20
Work with another agency to seek funding for I&R	14
Publish a joint newsletter	3
Other	15

Table 9. Support Services Provided to Non-Library I&R Agencies by Libraries, Focussed Sample.

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*No other information supplied by respondent

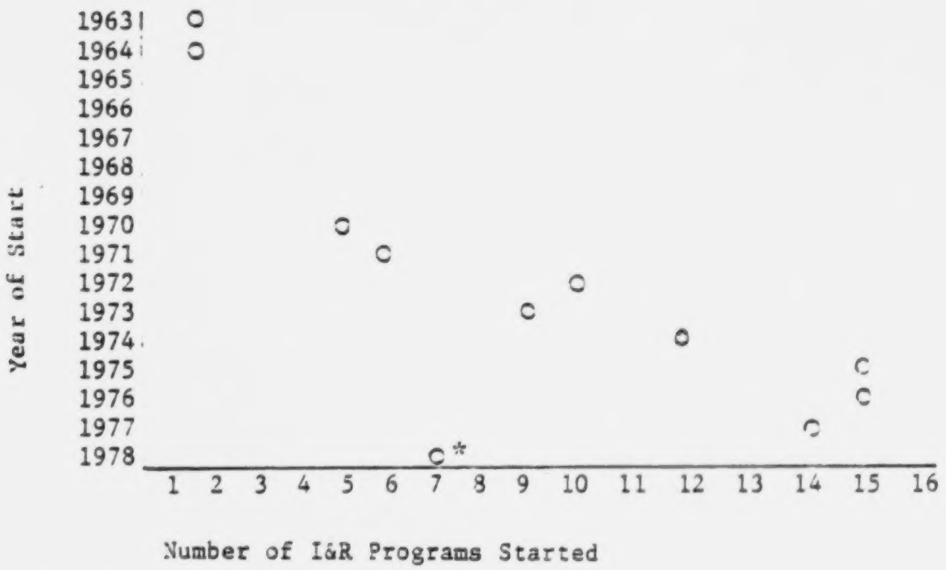
"Other" support services included sharing resource files either free or for a charge, conducting training sessions and workshops, active participation in and formation of service coalitions, publishing various directories, and providing space and facilities.

SERVICES PLANNED (Q 2-5)

Very few of the libraries have planned to provide on a regular basis any of the services they were not already providing. Twenty-three libraries plan to Construct a Public Resource File; two libraries reported planning each of Advocacy, Follow-up and Feedback. Five reported plans for Help Choose Course of Action. It would seem that the libraries currently providing I&R forsee little change in their I&R service packages in the next few years.

STARTING DATE OF I&R (Q 12)

Nearly 39% of the respondents said that there was "no particular starting date" to mark the beginning of their I&R service. Another 8% could not remember a date. The responses of the remaining 53% are shown in Figure 2. The data dramatically confirm the recency of the I&R innovation in public libraries. They also validate to some extent the whole survey, inasmuch as they point out that "I&R" is not something that libraries claim to have been doing, time out of memory. So far this century, the'70's has been the decade of I&R for public libraries. In fact, over 50% of the starts have been concentrated in the four years 1975-1978. The apparent downturn in starts in 1978 is probably a function of the fact that data collection was completed by the end of the first half of 1978.



*Data were collected in the spring of 1978.

Figure 2. I&R Starts in Public Libraries, Focussed Sample.

THE DEMOGRAPHICS OF I&R LIBRARIES (Q 81, plus budget and zip information)

Several variables help to describe the libraries that provide I&R services. These are budget, zip code and jurisdiction.

Respondents identified the smallest, or most local, political jurisdiction that their whole library or library system serves. See Table 10. Very few of the libraries identified jurisdicitonal units as large as a multi-county or state area. Almost 86% of the libraries serve either a city, town, school district, or single county. Chi-square calculations indicate that there is no substantial difference in the jurisdictions served by I&R, compared with non-I&R, libraries.

Jurisdiction	Percent of Libraries
City/town	56%
County	26
School District	4
Multi-County	4
State	4
Other	3

Table 10. Jurisdictions Served by I&R Libraries, Focussed Sample

All respondents to the Focussed Survey were analyzed with regard to their geographic location (zip code) and their total annual budget. There appears to be no relationship between either (1) location and being an I&R provider, or (2) budget size and being an I&R provider.

CHAPTER VI

DELIVERY OF I&R SERVICES

STAFFING (q 5e, 5f, 5g, Q 25-29, 30, 31, 32, 38)

Before the study began, intution and informal discussion with librarians indicated that there are many questions about staffing for I&R. Should the I&R staff be distinct in some way from other public service staff? Can the I&R workload be absorbed by existing staff, or will additional work staff need to be hired? What credentials and experience are required to do the I&R job? What traits are necessary in front-line I&R providers? Questions like these demand *prescriptions* for optimizing I&R service. In the proposed Phase Two of the Comprehensive Public Library I&R Inquiry (see Chapter III), performance variables will be explored and we may then suggest prescriptions. In the meantime, however, the data from this study, Phase I, will begin to answer the questions above by *describing* current practice.

Nationwide Sample

In the Nationwide Sample, of those libraries that met the criteria of I&R provider, 15, or 6%, assign staff *specifically* to I&R work. Almost 94% said they assign no staff specifically to I&R. Among these same I&R providers, 85% said they use their regular staff to provide I&R service, whereas 2% claimed to have hired new staff expressly for I&R activities. These latter libraries have hired anywhere from 1 to 5 new staff members, with an average of 3.6.

The Focussed Sample affords a more detailed picture of staffing among I&R providers.

Focussed Sample

The responses to "Who answers I&R questions in your library?" are displayed in Table 11 . As might have been guessed before the study, the most frequently checked categories are the "regular" staff. Only 15%, or 35 libraries, claimed to use specially designated I&R staff to provide the service. The regular staff engaged in I&R are most likely to be reference or adult services staff; yet subtantial numbers of children's services and young adult staff are performing I&R work. Significant proportions of paraprofessionals and clerical staff are also employed in the answering of I&R inquiries.

Type of Staff	Percent of Libraries
Regular reference staff	74%
Regular adult services staff	66
Regular children's services staff	32
Regular young adult staff	21
Regular paraprofessional	37
Regular clerical staff	19
Special "I&R only" staff	15
No one; I&R is self-service	2
Other	10

Table 11. Type of Staff Answering I&R Questions, Focussed Sample. (Multiple responses allowed.)

Fifty libraries in the Focussed Sample, or 22%, indicated that certain existing staff are assigned *expressly* to I&R work. The full-time equivalent staff range from .05 to 5, with an average of 1.3. In the libraries in which staff are assigned expressly to I&R, there are 43 staff with master's degrees and 40 of these master's degrees are in library science.

Few librarians have hired *new staff* expressly to provide I&R service. The 17% of libraries which have, have hired anywhere from .1 to 7.0 full-time equivalents, with an average of 2.4 FTE's.

The background of I&R staff has been a frequent matter of discussion in libraries considering I&R. The data point out some current patterns in the background of library I&R workers. These data are laid out in Tables 12 and 13. In the majority of situations the I&R service delivery staff have no formal education/training or no experience in *social service work*.

In about 1/3 of the libraries either all or some of the I&R staff have formal education/training in social service work; and in over 1/3 of the libraries, all or some of the staff have social service work *experience*. Without comparative data, it is impossible to know if these figures are normal for all kinds of library workers; but intuitively they come as a surprise — that is, they are higher than we expected at the outset of the study.

The tendency for staff to have some kind of formal training in I&R — especially workshops, institutes or the like — is greater, compared with social service work. In the great majority of libraries, either all or some of the staff have experienced I&R workshops, institutes, etc.; and in 1/4 of the libraries, all or some of the staff have had course work.

	All staff	Some staff	No staff
Formal education or training	2%	29%	69%
Experience	3	37	60

Table 12. Social Service Background of I&R Delivery Staff, Focussed Sample.

	All Staff	Some Staff	No Staff
Formal courses	2%	24%	74%
Workshops, institutes, etc.	9	49	42

Table 13 . I&R training of I&R Delivery Staff, Focussed Sample.

Respondents were asked to identify which one of six traits they consider most important for a front-line I&R provider in their library to possess. The results are displayed in Table . It is interesting that the more "technical" knowledge -- Skill in Organizing Files and Bilingual Skills -- ranks very low in priority. On the other hand, talent in relating to clients -- Sensitivity in Responding to the Public; and Listening, Interviewing or Counselling Skills -- account for 64% of the preferences. A high preference is also shown for Knowledge of Social Service Agencies. We could hypothesize that library managers, when hiring I&R workers, would be looking for people who are (1) talented in interpersonal communication and (2) knowledgeable about the community.

Most important trait	Percent of respondents
Sensitivity in responding to the public	51%
Knowledge of social service agencies	22
Listening, interviewing or counselling skills	13
Perseverance in serving the client	11
Skill in organizing files	2
Bilingual skills	0
Other	0

Table 14 . Preferred Traits for I&R providers, Focussed Sample.

Behind-the-scenes I&R work can be very time-consuming. Considerable work can be involved in collecting data on outside resources, cleaning and recording the data, organizing it into files, indexing the files, staff training, and other activities. In at least one library -- Detroit Public Library -- four full-time people have been required to do the job. Staffing for this work can be done in various ways, as the study shows.

- In 33% of the libraries particular staff are designated to do the work.
- 35% of the libraries distribute the work among the regular staff.
- 33% of the libraries distribute the work among the staff who actually answer I&R questions.
- 14% of the libraries do something else, or something in addition to the above, such as using volunteers, CETA personnel, seasonal help; or having it done by a local university, another agency in the region or a state office.

These categories are not mutually exclusive. It is clear that in some libraries the behind-the-scenes work is being done in several different ways. No predominant practice arises from among the choices offered in the questionnaire.

INTEGRATION OF I&R AND OTHER LIBRARY SERVICES (Q 25, 26, 28, 35, 36a, 36c)

One of the hypotheses generated in the evaluation of the Neighborhood Information Centers Project was that public library I&R is more likely to succeed where it is closely integrated with other library services than where it is segregated. Drawing from the experience of the Cleveland Public Library, an NIC library, and the Enoch Pratt Free Library's Public Information Center experiment, in both of which places I&R activities and staff were virtually sequestered, it was observed that closer integration of I&R with the existing public service points and existing staff would probably yield better results.

Several questions posed to the Focussed Sample help describe the state of integration of library I&R. Answers to those questions suggest that in most libraries the I&R activities are closely integrated with other activities. Respondents indicated most often that their libraries assign to the job of answering I&R queries regular staff who also have non-I&R responsibilities, and that new staff are infrequently hired for I&R services. Relatively few libraries dispense I&R service from a special desk or service point (24%), and few I&R services have specially assigned phone lines (15%). All of these factors seem to paint a picture of I&R service that is much more frequently integrated than it is segregated from other library services and activities. Yet in many libraries, albeit well below half, I&R seems to be segregated either through its staffing patterns, or through its service delivery channels within the building (desks and phone lines). This hint of segregation is further reflected in the way I&R service is distributed throughout certain library systems: While over half of the respondents claimed that I&R is offered through all their outlets, a substantial 43% offer I&R primarily in the main branch or specially designated branches.

I&R Service Is Available	. Percent of Libraries
In all branches*	57%
Primarily in main branch	40
Primarily in specially designated branch(es)	3

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*Includes single-outlet libraries

Table . System-wide Availability of I&R, Focussed Sample.

INTERAGENCY COOPERATION (Q 20-22, 80)

Experience and the few evaluations that had gone before this study indicated that there was much concern among I&R libraries over relationships with non-library agencies. There are several possible reasons why. First, other agencies may become elements in the resource file that libraries often compile in order to provide I&R service. The libraries depend on those agencies' providing information about their services for the resource file. Second, library I&R workers expect to be more effective in making referrals — actively establishing a link between the client and an appropriate resource — if there is good rapport between the library and the referred-to resource agency. Third, planning a new community-wide I&R service or coordinating a bunch of fragmented I&R services into a symbiotic whole may require close cooperation between library delegates and delegates from other agencies. Fourth, cooperation between libraries and non-library I&R agencies in collecting data for a resource file, and in organizing and producing the resource file can lead to economies for all parties. Fifth, the appearance of I&R in libraries may seem to the non-library I&R services to be an encroachment on their rightful turf.

Data from the Focussed Sample shed some light on the extent of interagency cooperation in current library I&R operations. Overall, those who chose to express themselves felt that non-library agencies generally have accepted libraries as I&R agencies, although that feeling is not overwhelmingly strong. On a scale of 5 to 1 Accepted to Not Accepted, the aggregate score was 3.5 above neutral. Nonetheless, over one-third of the respondents indicated either that the library was regarded neutrally (score of 3) or that they did not know.

When asked if the library works directly with other agencies in I&R activities, aside from referring or directing clients to those agencies, the aggregate score was slightly below the middle. That is, on a scale of 5 to 1 A Great Deal to Not At All, the score was 2.8.

The sample were asked how much need there was for the library to improve its relations with other agencies. The plurality think there is a need. On the same 5 to 1 scale, the aggregate score in 2.5 leaning toward Strong Need to Improve Relationship. Very few -- only 6% -- feel there is No Need.

The respondents were asked how they had worked with other agencies. The responses are shown in Table .

Work with Other Agencies	Percent of Librarians
Assist in collecting resource file data	48%
Help compile resource file that is distributed to non-library agencies for their I&R work	41
Assist in setting up resource file	40
Convene meetings of area I&R providers	20
Work with another agency to seek I&R funds	14
Publish joint I&R newsletter	3

Table 16. Libraries that Have Done I&R Work with Other Agencies, Focussed Sample.

As was the case in the Nationwide Sample when a similar question was asked, the area of greatest cooperative activity centers around the resource file, data collection, organization and compilation. Comparing the Focussed Sample — a group of libraries identified as I&R providers — with the Nationwide Sample — a random sample — it is very interesting to note that the so-called I&R providers seem to offer no more I&R support to other agencies than do the random sample of public libraries. (See Table 4 , Chapter IV.)

I&R NETWORKS (Q 7, 8)

Libraries in the Focussed Sample were asked if they participated in an I&R — as opposed to a general reference — network. Forty-nine, or 26%, said they did. Those who said yes were asked to rate the relative importance of the network in providing I&R in their own libraries, on a scale of "Major Factor in Providing I&R" to "Minor Factor in Providing I&R." Table 8 shows the distribution of responses. The overall score was 2.8, just below the neutral point of the scale. There is indication, then, that (1) about ¼ of the libraries offering I&R participate in an I&R network, and (2) those that do tend not to regard the I&R network as a major factor in the delivery of I&R service.

I&R network is...	Major factor	5	4	3	2	1	Minor factor
% of libraries		19	6	25	23	27	

Table 17. Assessment of I&R Networks, Focussed Sample.

THE RESOURCE FILE (q 5a, 5b, Q 2d, 2e, 39, 40-52)

To many people, the resource file is the heart of I&R work, for the resource file is the corporate memory of the activities, services, advice and information — the resources — that relate to the client group's needs. Perhaps the most widely available example of a resource file is the yellow page section of the telephone directory.

From the outset of the study, it has been assumed that a library that offers I&R service makes use of a resource file of some kind. The file could cover the local community, or the whole region or state; it could encompass a narrow range of human need, or attempt to be comprehensive; it could concentrate on a specific client group, or try to serve everyones' needs; it could contain minimal directory information on each resource, or include full program descriptions with evaluations of the program; it could be compiled wholly by the library, or by some other organization; it could be printed, computer-based, microform, or handwritten notes on a bulletin board. In short, a resource file can be realized in many different ways. But it was assumed that there would be a resource file that existed in concrete form of some sort — that is, outside someone's memory. The questions asked of the two samples built on this assumption.

The majority of I&R providers in the Nationwide Sample, 52%, indicated that they used a resource file that they had compiled themselves. Also, 53% said they used a file that had been constructed by another agency. Clearly, some libraries make use of both home-built and imported resource files. The responses of the Focussed Sample give much more detail.

First of all, the assumption that all so-called I&R providers use a resource file in concrete form is a spurious one. Even though the vast majority — — claim to use an I&R resource file of some kind, fully of the libraries said they use none. This may mean that in those latter libraries each I&R-like inquiry is dealt with on an ad hoc basis — that each inquiry prompts a staff member to create, as it were, a new "file entry," custom-made for the inquiry. Alternatively, libraries that use no resource file may rely on the mental "files" of the staff.

Still, assuming the resource file to be a pivotal instrument in most I&R work, considerable information was sought on the structure and format of the resource file, from the Focussed Sample.

. What percent of libraries use the various formats of resource file?

Index cards	77%
Printed or photocopied in looseleaf form	29
Printed or photocopied in bound form	20
Microfiche or other microform	5
Computerized, on-line	3
Other	11

The percentages total more than 100%, since many libraries keep their resource files in more than one form.

- Does your library compile or help in compiling a resource file?
  Yes: 80% No: 20%

- Does any other organization participate in compiling the file?
  Yes: 52% No: 48%

- If yes, on a scale of 1 to 5, who has the major responsibility for compiling the file?

Primarily the library	5	4	3	2	1	Primarily the other organization(s)
	30%	13%	21%	13%	22%	

  The overall score on this scale, 3.2 is inclined slightly toward the library.

- Approximately how many items, or resources, are included in the total resource file? The average, after eliminating one extreme high case, is 689. The files range in size from two items to 45,000 items. One half of the files are reported to contain 300 or fewer items; and just slightly over 1/4 of the files have 1000 or more items. Forty-four percent of the respondents did not know the size of the resource file.

- Which of the following elements does the library try to include in the entries for the resource file? Here the percent of libraries checking each element is given.

Phone number	99%
Name of resource	98
Address	98
Description of services or activities	90
Name of person to contact	83
Hours of service	72
Geographic area served	60
Type of service (federal, state, local, private)	59
Eligibility requirements	56
Fees for services	55
Name of person in charge	54
Service capacity/availability of services	29
Source of financial support	22
Languages spoken other than English	21
Physical accessibility of agency (ramps, parking, public transportation, etc.)	13
Qualifications of the staff	5
Evaluation of the service by library staff	4
Other	9

The "other" category includes such things as

- Meetings of or sponsored by the resource agency
- Goal or purpose of resource agency
- Methods of obtaining service
- Speakers available
- Published materials available
- Organization chart
- History of the resource agency
- Subject headings and "see also" references
- Terms of office and frequency of rotation of officers
- Titles of contact persons and persons-in-charge.

- In addition to the main file order, is there an index to the resource file?

  Yes: 49%   No: 44%   Not applicable (3.g., file is computerized
  7%

- Are the subject headings or classifications that are applied to an entry in the resource file taken from a prepared list of subject headings -- prepared either in-house or elsewhere?

  Yes: 51%   No: 32%   Don't know: 16%

  The large number of Don't Know's is possibly accounted for by those who purchase resource files and have no knowledge of how they are prepared.

- On the average, how often is every entry in the resource file verified? Percent of libraries is given.

About 3 times a year	3%
About 2 times a year	5
About 1 time a year*	39
About every two years*	10
As the need to revise an entry becomes apparent during the course of I&R work	26
Don't know	11
Other	7

A unique response in the "other" category indicated that the library verified the entries of agencies twice a year and verified the entries of clubs and organizations once a year.

*These figures include those indicating that they also verify as the need arises.

- Is computer equipment used in maintaining or manipulating the resource file?

  Yes: 7% No: 93%

- Is computer equipment used in retrieving information from the resource file?

  Yes: 4% No: 96%

- If yes, is the resource file accessed online?

  Yes: 4 libraries No: 4 libraries

- If yes, is online access available at every point where I&R service is available?

  Yes: 4 libraries No: 4 libraries

As might be expected, the vast majority of libraries keep their files on index cards. As was also expected, very few libraries have online computerized files; yet it was somewhat surprising to the investigator that also very few libraries use the computer to maintain or manipulate their files.

Resource files vary greatly in size; some are so small that they force one to wonder if the library can truly place much reliance on the file as an instrument of I&R. The expected elements tend to be included in resource file entries: Name, Address, Phone Number, Description of Services or Activities; whereas the elements that tend not to be included -- Evaluation of the Service by Library Staff, and Qualifications of the Staff -- are elements that require the staff to make judgements about the outside resources. There seems to be substantial participation by non-library organizations in compiling the resource files.

The most detailed information about resources -- or the "main file" of the resource file -- is usually found in alphabetical order, by the name of the resource. The next most common way of arranging the "main file" is alphabetically by subject. And the next most common way is to arrange the file alphabetically both by subject and by name of resource. Classified files are extremely rare. Table 18 shows how many libraries use the various ways of arranging the resource files.

Arrangement	Percent of Libraries
Alphabetically, by resource name	51%
Alphabetically, by subject	30
Both subject and resource arrangement, either in a single file or split	20
Geographically	0
By target population(s)	0
By need or problem	1
Other	4

Table 18. Arrangement of the Resource File, Focussed Sample.

CHAPTER VII

MANAGEMENT OF I&R

In this chapter we look at facets of managing I&R. They are:

- the source of the I&R innovation
- the location of I&R in the library hierarchy
- the legitimacy and priority of I&R in libraries
- financing
- publicity
- the libraries' biggest I&R problems
- the measurement of I&R services and activities.

THE SOURCE OF THE I&R INNOVATION (q 7)

A main purpose of the study was to discover, if we could, what inspired libraries to venture into I&R. It was certainly outside the scope of the study to undertake an intensive investigation of innovation; but it was felt that we could shed light on the development of I&R in public libraries by identifying the source of the idea. We were particularly interested in measuring the impact of the Neighborhood Information Centers Project, sponsored by the Office of Education, on the growth of I&R in public libraries.

In analyzing the source of innovation, only data from the Nationwide Survey are used. This is due to a design error in the Focussed Survey questionnaire, which was described in Chapter III, Methodology and Response.

Respondents were asked to identify which of eight categories of things had influenced their library to undertake I&R. The eight categories were:

- Another library's experience
- A non-library agency's experience
- The library's formal needs assessment or community study
- An informal assessment of needs, such as discussion in a staff meeting
- Another library's formal needs assessment
- A report or article not related to any particular agency
- A directive from a governing or funding authority
- One or more members of the library's staff.

Respondents were permitted to identify more than one influencing factor. The influencing factors are displayed in frequency order in Table 5. Multiple responses were permitted.

Influencing Factor	Percent of Libraries Influenced
Informal needs assessment	62%
Library staff member (s)	58
Another library's experience	44
A Non-library agency's experience	24
Formal needs assessment	16
Another library's formal needs assessment	15
Report or article not tied to a specific agency	15
Directive from authority	3

Table 19: Factors Influencing I&R Innovation, Nationwide Sample

In addition, 14% of the respondents indicated that "other" factors influenced the adoption of I&R activities.

The two most frequent stimuli were reported to be internal to the library: informal needs assessments and individual library staff members. Experiences of other agencies -- first, libraries and second, non-libraries -- seem to figure next in importance.

The respondents who indicated that another library's experiences had influenced them were asked to name the particular library. Of them, 29% either did not remember or chose not to say. Of the remainder, 11, or 25% of those who named something mentioned either the Neighborhood Information Center (NIC) Project, the Office of Education Project, or the Atlanta, Cleveland, Detroit, Houston, or Queens Borough Public Libraries by name.

Having isolated influencing factors, we went on to identify in broad terms the channels through which these influences had been communicated. The major channels included

- Visit to the site,
- Meeting, conference, workshop, etc., and
- Published report or article.

Generally speaking, Meetings, Conferences and Workshops far outdistanced the others as a channel of influence. A distant second was Published Reports and Articles; and Visits to the Sites was securely in last place.

Several conclusions can be drawn from these data. First, internal influences on the libraries seem to be more pervasive than the external ones. Second, the influence of the Office of Education's NIC Project appears to have been substantial. It is not unlikely, in fact, that the influence of the NIC project has been greater than reflected in the data. We would expect that some of the non-NIC libraries mentioned by respondents were, in their turn, influenced by an NIC library -- especially Detroit, inasmuch as its I&R work began in 1971, well before that of other most other libraries. Third, meetings, professional conferences, etc. seem to have real power as channels for the dissemination of innovation in the I&R arena.

THE PLACE OF I&R IN THE LIBRARY ORGANIZATION (q 8, Q 33, 34, 55-57, 58)

During the years when some libraries were first considering I&R service there were major questions raised over the legitimacy of I&R in a library setting: Is it library work or social work? Will citizens come to a public library for I&R? Will library-based I&R be redundant with other existing I&R services?

On the Nationwide Survey, respondents were asked to rate library-based I&R on a scale of "appropriate for libraries" to "Not appropriate for libraries." The mean response was 3.95 clearly at the "appropriate" end of the scale. That is, most respondents in a systematic sampling of all public libraries in the United States felt that I&R was appropriate or somewhat appropriate for libraries to offer. Table 20 shows how the responses were distributed.

Public Library I&R is...	Appropriate	5	4	3	2	1	Not Appropriate
% of Libraries		45	21	23	4	7	

Table 20. Appropriateness of I&R in Public Libraries, Nationwide Sample.

In the experience of the investigator over the past fifteen years, librarians frequently expressed reluctance to enter into I&R activities because they thought it was "social work" and not "library work." There seemed to be suspicion that I&R activities involved skills and orientations alien to library training -- skills such as intensive counselling, advice on personal problems, casefinding and other such interventions. It was also the feeling of the investigator that these suspicions on the part of librarians had diminished in the past few years, as more libraries tried I&R and became used to it.

When members of the Focussed Sample were asked "Do *you* feel that I&R work in your library is primarily library/information work, or primarily social work," the overwhelming majority -- almost 3/4 of the I&R libraries in the Focussed Sample -- indicated that they think it is completely or mostly library/information work. On a scale of 1 to 5, "primarily library work" to "primarily social work," the overall score was 1.8. When asked how they thought the professional staff as a whole feel, the overall response was only slightly more inclined toward social work.

Among the libraries that can be classed as *I&R libraries*, there is little feeling that I&R is "social work," suggesting that the great spectre of "social work" may be imaginary and that experience with I&R may cause it to evaporate, or that *library-based* I&R *is* actually different from I&R in social service agencies. It is interesting that on a recent tour of the United Kingdom it was evident that British librarians who are just now considering I&R for libraries are raising the same social work spectre as their American cousins had some five years earlier.

It is natural to wonder about the priority that a new venture enjoys, compared to the traditional activities in an organization. The momentum of traditional activities might lead us to expect that a new service, even one that is embraced with enthusiasm, might occupy a tenuous position in the organization's family of activities. We might also expect a difference in the priority granted I&R service, depending on the individual's role in the library. With this in mind, the respondent was offered a forced choice: to retain for his or her library either I&R or one of four traditional services. The respondent chose three times: once for himself or herself; once on behalf of the library's director; and once on behalf of the majority of the professional staff. The data tell us (1) what the respondent claims to feel and (2) what the respondent *supposes* the director and the majority of professionals feel. Table 21 displays the results.

	Percent Chosing to Retain I&R		
Retain I&R service OR	Respondent	Director	Professionals
Traditional book-based reference service	4%	3%	3%
Program events (demonstrations, talks, showings, etc.)	58	38	34
Children's story hours	36	25	22
Interlibrary loan	18	14	11

Table 21. Priority Rankings of Four Selected Services Against I&R, Focussed Sample.

As expected, the respondents, who are likely to be involved in I&R work in some way, claim they would rank I&R over other services most often of the three groups. They see their directors has given considerably lower priority to I&R versus Program Events and Children's Story Hours. They see the majority of professionals as being slightly less inclined to prefer I&R than the directors. It is clear that I&R would compete most successfully against Program Events and Children's Story Hours and that it hardly stands a chance against Inter library Loan and Traditional Reference Service. If the responses paint a reasonably accurate picture of reality, we probably could not forsee I&R's winning in a showdown with any of these four traditional services, even in a library that already provides I&R.

The actual location of I&R within the library hierarchy is at least potentially important in determining the resources that might be available for I&R activities and in establishing the priority of I&R vis-a-vis other library activities.

In 60% of the libraries, I&R services are overseen or coordinated by a single, designated person. Those persons occupy positions in their library hierarchies as shown in Figure 3. The data show a tendency for the I&R "overseer" to be at the second level of the hierarchy, although in substantial numbers of libraries they occupy levels one, three and four. In 20% of the cases, the director oversees I&R activities.

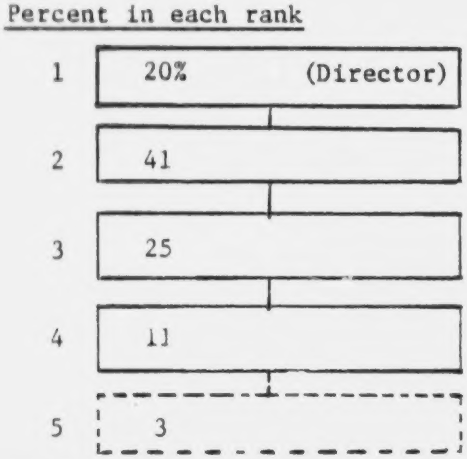

Figure 3. Rank of I&R Overseers, Focussed Sample.

Seen another way, in somewhat more than half the cases, direct oversight of I&R occurs at the top, or very close to the top, of the organizational pyramid. In these cases, I&R stands a good chance of enjoying a relatively strong position in the priorities and the budget of the library.

FINANCING I&R ACTIVITIES (q 5d, 6, Q 60-70)

In the Nationwide Survey, of the libraries that indicated they do provide some level of I&R services, only 3 libraries, 1% of those responding, claimed to have a separate budget line for I&R. Six libraries had proposed an increase in their budgets related to I&R, and five had actually had the proposed increase funded.

The Focussed Survey affords a more detailed picture of fiscal matters.

On-Going Support

Of the I&R libraries, about 9% (20 libraries) say their libraries' budgets include an amount specifically earmarked for I&R. The amount ranges from $4 to $58,115.

All on-going support for I&R is included among the library's regularly budgeted activities in 73% of the cases. Of the rest of the libraries, 45% receive some financial support from outside the library's regular sources of income for on-going I&R activities. These outside sources of on-going I&R support are, in order of mention, "other," state library agencies, the Department of Health, Education and Welfare, the U.S. Office of Education (a part of HEW), and United Way. None of the libraries receive on-going support from private foundations. "Other" includes such sources as a library association, Comprehensive Employment and Training Act (CETA) funds, the county, the junior league, and personal funds.

Support for I&R activities can come in forms other than money. Over a third of the libraries receive non-monetary support. Beginning with the most frequently found kind of support, the libraries are assisted with:

- Volunteer workers
- Access to another agency's I&R files
- Help in training staff
- Publicity
- Other

Start-Up Support

It was expected that virtually every library that had initiated I&R services would have experienced start-up costs. However, only 79 libraries (36%) indicated that they had. Of those that incurred start-up costs, in 71% of the cases at least some of the money to defray those costs came from somewhere outside the library's regular sources of income. In order of popularity, those outside sources were: state library agencies, "other," the U.S. Department of Health, Education and Welfare, the U.S. Office of Education, private foundations, and United Way. Included in "other" are such sources as the municipality, the county, CETA funds, the junior league, an interagency council, and personal funds.

Not surprisingly, private foundations have played a role in initiating I&R -- even if only to a small degree -- and no role in continued funding. State agencies, HEW and its division, the Office of Education, have played the strongest roles of any outside funding source in both initation and continuation of I&R.

In funding the start-up of I&R, libraries — 39% of the I&R providers responding — have received assistance other than money from outside sources. The kind of assistance received, from most common to rarest was:

- Access to another agency's I&R files
- Help in training staff
- Help in developing I&R procedures
- Publicity
- Volunteer workers
- Other

PUBLICITY (Q 76-78)

Sixty-two percent of the I&R providers publicized their service. Various forms of publicity were used, ranging from the broadcast media through print and personal contact. Table 22 shows the use of the various forms of publicity, and whether the given form publicized I&R only or I&R along with other services. Multiple responses were allowed.

Form of Publicity	Services Publicized, % of Libraries	
	I&R Only	I&R With Other Services
Newspaper features, spots, ads	40%	54%
Television features, spots, ads	19	17
Radio features, ads	28	30
Flyers, brochures	36	34
Posters, placards	33	15
Billboards	8	3
Personal contacts by staff	36	42
Other	16	

Table 22. Percent of Libraries Using Various Forms of Publicity for I&R Services, Focussed Sample.

Viewed broadly, the data indicate that the least used forms are billboards and television. Newspapers, radio, flyers/brochures, posters/placards, and personal contact are fairly equally utilized when publicizing I&R alone. With the exception of the newspaper and posters/placards, the various forms are used about as often to publicize I&R alone as to publicize I&R along with other services.

Only two libraries from the I&R providers supplied a separate budget figure for I&R publicity. The others indicated that no money was allocated for publicity (65%) or that the amount could not be calculated (35%). The two budget figures supplied were $100 and $75,000.

THE MAJOR I&R HURDLES (Q 79)

"In providing I&R service, what has been the biggest problem for your library? Please be more specific than simply stating 'money'."

The question was answered by 147 respondents. The answers were grouped and are presented in Table 23. Some answers were coded in more than one category, which accounts for a total of more than 100%.

Biggest Problem	Percent of Libraries
Staff Numbers	24%
Staff Time	26
Staff skills	10
Attitudes of staff and administration	12
Public relations/outreach	20
The I&R transaction	3
Feedback, follow-up and evaluation of services delivered	4
Resource file: building it, identifying resources to include	24
Resource file: maintaining currency	31
Resources: lack of places to direct clients	3
Dealing with other agencies	9
Space and equipment	5
Money	11
Other	10
No Problems	4

Table 23. Percentage of Libraries Citing Their "Biggest Problem" in Providing I&R, Focussed Sample.

In the following paragraphs each of the above categories is illustrated with examples from the questionnaires.

. Staff numbers

> "...we have a limited staff."
>
> "Lack of staff."
>
> "With such a small staff...."
>
> "Staff shortages...."

- Staff time

  "Time to do the work."

  "Lack of time to go visit other agencies"

  "Staff time (lack of, that is) to carry on proper gathering of data, publicity, naming of an I&R center in the library, etc."

- Staff skills

  "Lack of knowledge of the community's needs and the resources available in the general area."

  "Developing...confidence in their skill to deliver."

- Attitudes of staff and administration

  "...the administration does not fully understand the allocation of resources and staff time necessary to provide good I&R services."

  "The county government was opposed to the idea of the library engaging in social work. For this reason their funds were withdrawn for the formal program of I&R."

  "...staff attitudes about providing a service that is largely thought of as 'social work.' There is a definite correlation between staff attitudes and use of the file as reflected in weekly statistics. Most librarians think I&R is not a valid library/information service."

- Public relations/outreach

  "Most people would not think of calling the library for this type of service."

  "Pushing the public relations aspect of I&R to both the community and the library staff to fight the mindset that 'I&R is a peripheral library service'."

- The I&R transaction

  "Understanding patron request."

  "Having a patron clarify their problem or request."

  "Providing adequate privacy for clients receiving legal and tax assistance."

- Feedback, follow-up and evaluation of services delivered

  "...the biggest problem is time and staff for more thorough follow-up."

  "Lack of patron follow-up so that evaluations of outside services can be made."

- Resource file: building it, identifying resources to include

  "Getting and updating information from and about other agencies."

  "Biggest problem is in really getting a file started."

  "Staff time for preparation of full files."

- Resource file: maintaining currency

  "Discontinuity of staff working on updating."

  "Our major problems have stemmed...from trying to keep the files up-to-date."

- Resources: lack of places to direct clients

  "Occasional difficulty in locating the specific agency or service needed by a patron."

- Dealing with other agencies

  "Lack of professional level communications with county (public or private) agencies."

  "...and dealing with the politics and turf fights between various agencies involved in I&R in the community."

  "...coordination between I&R and other information centers. There is a certain amount of overlap."

  "Cooperation with agencies: they don't want to be bothered."

  "Strong resistance on the part of city staff/management since the program...served to expose citizen dissatisfaction and confusion with other city services...."

- Space and equipment

  "We do not have the...space to even begin to do this as it should be done."

  "Lack of physical space and equipment."

  "Space; extremely crowded Carnegie building."

- Money

  "...and no I&R budget."

  "...obtaining long-range (on-going) funding base for project."

- Other

  "Deciding which traditional service to cut back on."

  "Setting up priorities for an I&R service."

  "Defining type/scope of information to be provided."

  "Indexing, thesaurus construction."

  "Working bugs out of computer programming."

  "Transportation problems."

  ...and...

  "No problems."

The predominating problems concern staff resources and attitudes, the resource file, and public relations/outreach. Even in noting these problems, most people stated or implied that the key hurdle is wherewithal. The overwhelming feeling is that with more money -- translated into more staff -- the job could be done better. Looking at it from another point of view, the major problems are not seen to be space and equipment, dealing with other agencies, the I&R transaction, or feedback, follow-up and evaluation of services delivered.

MEASUREMENT OF I&R SERVICES AND ACTIVITIES (Q 23, 24)

Over the years, and particularly in the past 15 years, the field of librarianship has made some progress in measurement. Many measures of internal operations have been sharpened to the point where management today can have reasonably sound indicators of the efficiency or effectiveness of internal activities. The measures of impact on the client group have not reached the same level. Although we have made substantial strides, we do not yet have measures related to client impact -- what services the client consumes, how the client applies those services, and how useful the client finds them -- certainly this is due to the inherent difficulty in inventing simple and unequivocal measures of the consumption, utility and application of library services.

Nonetheless, progress on both internal and client-centered measures has been made, and attention to them in the library literature has swelled in the past decade or so. Thus, one might expect local libraries to attend more to measurement, both internal and client-centered, than they had in the past. One might expect libraries to measure things related to an innovation, in order to assess the value of continuing the innovation, to judge the need for revising the particular way the innovation was implemented, to demonstrate to funding or governing authorities the impact of the innovation, to cost out the innovation, and so on. Examine the data from the Focussed Sample:

The respondents were asked what kind of statistical records were kept regularly in their library. The categories presented to them were considered by the investigator and the advisors to be statistics that libraries would be most likely to gather. The results are shown in Table 24.

	Percent of Libraries		
Statistic	No Record	We Sample Occasionally	We Keep a Running Total
Number of I&R queries	65%	14%	20%
Topics of I&R queries	77	11	12
Number of walk-in vs. phone queries	78	9	13
Number of referrals (as opposed to information-giving)	80	10	10
Number of follow-ups	87	10	4
Time per I&R transaction	87	11	1
Other		5	8

Table 24. Statistics Maintained on I&R, Focussed Sample.

Overall, most libraries do not maintain I&R records; and the tendency is to sample data on occasion rather than to maintain running totals. It may be surprising to some that so "obvious" a statistic as Number of I&R Queries is collected by fewer than half of the libraries. The explanation for this may lie in the fact that it is supremely difficult to separate traditional reference queries from I&R queries in a neat way. What begins as a traditional reference question -- such as "Is there a legal definition of child abuse?" -- may ultimately be treated as an I&R query and be referred to an appropriate community agency. Alternatively, what begins as an I&R query -- such as "Can you help me find a place to take yoga lessons in the evening?" -- may elicit not only a link to an outside resource, but also books, pamphlets and films on the subject of yoga -- the traditional response of the reference librarian. In short, difficulty in separating the two types of queries may lead some libraries not to maintain that record.

Another explanation can be ventured. At least in its early history the management of the I&R service at Detroit Public Library insisted on the *integration* of I&R with traditional reference and information services. In that case there was a powerful, even official, force working against the maintenance of separate I&R statistics. It is likely that other libraries have adopted the same policy.

For those libraries where the number of I&R queries is regularly kept as a running total, the annual number of queries ranges from 15-24,000. Along that continuum, the libraries are fairly evenly distributed. Note that the "15" might be accounted for by brand new I&R services, for which little data had been accumulated by the time the questionnaire was returned. Note also that one instance above 24,000 was reported; but it was extraordinarily high -- that is, 163,000 queries -- and so severely skews the data that it was eliminated even from the range presented above. This is not to say that the report of 163,000 I&R queries in one year is not to be believed. It is known, for instance, that Detroit Public Library processed more than 100,000 I&R queries per year as long ago as 1975.[3] We should, however, consider such a high volume of use to be quite unusual and worth distinguishing from a normative range.

CHAPTER VIII

CONCLUSIONS AND RECOMMENDATIONS

At the broadest level, the conclusions of the study were to be expected, but are nonetheless important: There is a wide range of what is considered to be I&R, what services should be offered as I&R, how I&R is viewed by the administration and staff, how I&R activities are incorporated into the existing library organization, and how much effort is expended on the I&R venture.

By way of more specific conclusions let us present two profiles of I&R service in a public library — a high profile and a low profile. They should convey the limits within which I&R seems to be operating in public libraries -- although it must be remembered that most of the data are drawn from the Focussed Sample and therefore cannot sustain firm generalizations to the population of American public libraries. Strictly speaking, the profiles apply only to the Focussed Sample, which was in part a representative nationwide sample and in part a purposive sample. Even with such bias inherent in the sampling, however, it is reasonable to expect that we have captured a broadly realistic picture of the parameters of I&R in American public libraries, by virtue of the sheer size of the sample.

The profiles below are "ideal-typical" in nature. That is, they are composite pictures of libraries in which I&R is a "high-profile" or a "low-profile" activity. It is unlikely that any one library in the sample would fit either profile exactly.

Profiles of Public Library I&R

	LOW PROFILE	HIGH PROFILE
I&R SERVICES PROVIDED	Simple information-giving and complex information-giving, only.	As well as simple and complex information giving, provides . Advice on resources and resource-seeking strategies . Follow-up on each inquiry . Advocacy of client needs . Counselling on personal problems And maintains a file of human resources in addition to a file of agencies. (Examples: translators, speakers, volunteers)

	LOW PROFILE	HIGH PROFILE
LIBRARY SERVICES THAT SUPPORT OTHER AGENCIES' I&R WORK	No contact with other I&R or service agencies.	Helps other agencies build I&R files, convene meetings, seek funding for I&R projects, publish materials, etc.
LIBRARY I&R AS SEEN BY OTHER AGENCIES	Other agencies — both I&R and service agencies — are unaware that the local library is providing an I&R service, and feel that it should not.	The library is considered a valuable I&R service by other I&R agencies and helping agencies in the area.
STAFFING I&R	Regular staff does the I&R work.	As many as 6 new staff were hired expressly for I&R.
	I&R staff has received no training in I&R, and there is no social service background among the current staff.	All staff have had formal training in I&R. All I&R staff have either experience or training in social services.
	I&R is overseen by someone 3 to 4 ranks below the director of the library.	I&R is overseen by the director of the library.
	I&R is available in the main branch only.	I&R is available in all library outlets.

	LOW PROFILE	HIGH PROFILE
THE RESOURCE FILE	No resource file is used; service depends on "mental files" of staff. Or: There is a card file of under 50 resources collected as they were encountered in the process of other work.	Creates own resource file. May contain several thousand resources File is in more than one format: index cards, microfiche, published loose-leaf directory, on-line terminal.
	Resource file has name, address and phone number of the resource.	Resource file has detailed information on each resource, even to the dates of meetings and officials' terms of office.
	A resource entry is corrected when errors are encountered in the process of work.	A resource entry is verified and corrected 3 times a year, and more frequently if the need becomes apparent.
MEASURES OF I&R	No statistics are kept.	Keep running count of the number of I&R queries and their topics; the mode of inquiry (phone or walk-in); the number of referrals, as opposed to information-giving responses; the number of follow-up; the time per transaction; and more.

	LOW PROFILE	HIGH PROFILE
	The I&R innovation was inspired by a directive from the board.	The decision to provide I&R was arrived at through a formal client needs assessment, as well as through contact with other libraries already doing I&R and through the literature and conferences.
	I&R is low on the organization. chart. (See Staffing, above.)	I&R is high in the organization chart.
MANAGING I&R	I&R is considered "social work" by most staff	I&R is considered a legitimate aspect of regular library work.
	I&R is the lowest priority in the library's service repertoire.	I&R would take priority over even traditional book-based reference service, if a choice had to be made
	Since it began, there has been no budget increase expressly for I&R. I&R does not have a separate budget line.	Money for I&R operating costs is included in the regular budget.
	Start-up and on-going funds for I&R were raised from outside sources.	All financial support for I&R has been generated internally, from regular funding sources.
	No publicity.	I&R publicity has been channelled through many media: television, radio, billboards, flyers and personal contacts. The I&R publicity budget may reach $75,000 in a given year.
	Library participates in no I&R network	An I&R network is a major factor in library's I&R service.

It may be tempting to assume that the Low Profile describes I&R in a small public library or in a small community, and that the High Profile applies to larger situations. This is not the case. There is evidence in the study that large libraries can present low I&R profiles and, contrariwise, small libraries can present high profiles.

We may also want to assume that the High Profile represents the desirable state of I&R. This may generally be true, but not necessarily for every aspect of the profile. For instance, a library with very strong I&R may have integrated that I&R service with other library services and activities to the extent that separate I&R statistics are not kept and there is no separate budget line for I&R, and thus the "profile" may seem unusually low.

RECOMMENDATIONS

It is clear from the data that, among the respondents, there is variety in:

- The attitudes toward I&R in public libraries
- The conception of what I&R can be in public libraries
- The idea of what I&R should be in public libraries.

This variability does not in and of itself signify a deficiency in the field's approach to I&R service. However, in the early stages of an innovation, it may bespeak the need to enhance communication about the topic, I&R. Fortunately, communication, both published and live, on the topic of public library I&R has multiplied in the past four or five years to the point that a substantial literature now exists where virtually none existed eight years ago. Further growth in the area of I&R requires that communication continue to improve, in the form of: refereed publications, drawing on I&R people both inside and outside the field of librarianship; workshops and institutes that address both attitudinal and technical matters; professional organizations that will serve to bring library staffs together on a continuing basis to engage in mutual problem solving.

The data indicate that skills in dealing with people in the information transaction are needed in public library I&R work. It would be appropriate for the profession and its educators to address these skills — to incorporate suitable training into library science curricula to prepare people for entry into the profession, and to extend that training to experienced professionals who are now moving into I&R roles.

One of the primary needs identified in the course of the study was financial support and/or staff support for doing the I&R job. In times of general fiscal retrenchment such as public libraries are now facing and are likely to face for at least several more years, it may be fruitless to admonish library administrators to be more effective fund-raisers. It is true that an innovation such as I&R, if it were to attract new and larger user groups to libraries, might be useful in securing additional money from funding authorities. There may be greater payoff, however,

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if those professionals interested in promoting I&R as a public library service were to lobby for the reevaluation of the public library's traditional services in light of contemporary society and its needs — that is, were to campaign for an altered set of service priorities for public libraries, a list in which I&R could perhaps displace in priority an existing service.

CHAPTER IX

SYMPOSIUM

As a major dissemination activity related to the survey, the principle investigator took part in the planning and delivery of a half-day symposium on public library I&R at the Dallas conference of the American Library Association in June 27, 1979. Planning for the symposium was accomplished at the midwinter 1979 ALA conference under the guidance of Ms. Jan Dickens and the sponsorshop of the Public Library Association's Information and Referral Committee. The program format consisted of a keynote address by the principal investigator, followed by ten small group discussion sessions focussing on a variety of topics. The small group sessions were repeated once, in order to give every participant an opportunity to take part in two of them. Each small group had a predesignated group leader and one or two resource people with experience in the area being discussed. At the end of the discussion sessions, the whole group assembled to hear reports from the small groups.

The program outline follows. Attendance figures are in parentheses.

The keynote address, delivered by the principal investigator, has been published in Library Journal [6]. It contained a discussion of the method of the study, the major findings related to the I&R services delivered by public libraries, the "high" and "low" profiles of public library I&R, and speculations on what is needed for further growth of I&R in the public library field.

The following were the main points presented by the reporters for the small groups. In some cases the groups reported only subjects that were discussed, not conclusions.

Funding. If you cannot make I&R a priority within your library, then don't begin it at all. Possible sources of funding for I&R are: Library Services and Construction Act, Endowment for the Humanities, Administration on Aging, central labor councils, chambers of commerce, Lions, Rotary and Elks clubs, local or state cultural and economic offices, Title XX of the Social Security Act, state departments of human resources. Also, watch legislation and funding for handicapped; in the '80's it is likely will be a potential source of money. Another alternative is to generate your own money — through publishing, selling your resource file or mailing labels. An important conclusion: do not isolate I&R in your library budget: it makes it too easy to cut if the funders are uncomfortable with it.

Data Collection and File Development. The major point is that files need to be controlled with a subject heading list.

I&R and the Organization Chart. The introduction of I&R is a huge change in a public library — for staff, for other community agencies, and for the clients. The goal is to have a service that's integrated into the library's total service program. And no static model was proposed that would insure integration or insure that the I&R innovation become permanent.

INFORMATION AND REFERRAL

Making It Work

American Library Association
Dallas Conference
Wednesday, June 27, 1979, 9 a.m.-12:30 p.m.

featuring

TOM CHILDERS

speaking on his recent survey of public library information and referral (350)

followed by
a first-time national exchange of I&R experiences
with leaders in the field discussing:

FUNDING (33)
Money, staffing, facilities, grant writing, volunteers

I&R ON THE ORGANIZATION CHART (18)
Administrative support, placement of I&R within the library, status

DATA COLLECTION AND FILE DEVELOPMENT (53)
Structure, format

INTERAGENCY COOPERATION (35)
Library networking, working with community agencies

PRINTED DIRECTORIES (10)
Compilation, updating, breaking even

COMPUTERIZED I&R (34)
Directory production, computer output
microforms, alternate applications

PUBLICITY (45)
Where, when, how

I&R IN THE SMALL LIBRARY (46)
Networking, interagency cooperation

I&R STAFF NEEDS (25)
Selection, training, development

I&R FOR YOUR LIBRARY (31)
Community assessment, staff participation

Program Schedule

9:00-9:15	Introduction
9:15-10:15	Tom Childers
10:25-11:10	Discussion Group
11:15-11:55	Discussion Groups Repeated
12:00-12:30	Wrap-up

This program sponsored by PLA's newly formed Information and Referral Committee
Check Conference Bulletin for Location

Interagency Cooperation. As well as delivering information and service to the client, I&R can deliver information to agencies -- information about what clients are asking for and what services are needed. That information, in turn, is plugged into agencies' planning for improved services or into community planning for totally new services.

Printed Directories. Basically, there are two kinds: general directories, covering all types of service; and subject directories, covering particular subjects or oriented toward particular client groups. Means of gathering information for the directories was discussed: face-to-face, telephone, using information that other agencies have put together. The information gathered should be uniform. And the directory should be publicized vigorously.

Computerized I&R. Discussed were the advantages of having on-line capability vs. its high cost; the advantage of having a combination of on-line response with a printed directory. Some libraries use the computer in batch mode only, for processing data; others use it on-line, for response to queries. Computerized systems definitely need a controlled vocabulary, but also need the capability of free text searching and adding key words to the vocabulary.

Publicity. Probably the least effective means of publicity is the press release, since it is easily overlooked. Feature articles, television and radio talk shows, are more effective. Flyers, handouts can be effective in the right place, if designed to attract attention. Community walks — person-to-person contact in the community — are effective if the staff are motivated to do this. In-house publicity and public relations with the library's staff is vitally important.

I&R and the Small Library. In a small community, confidentiality of the client's inquiry is critical. Small library staffs give you fewer people from whom to select ones who have innate I&R orientation. In small situations it may be more difficult to locate new funds for I&R. Also, there is likely to be a number of service gaps in a small community; the library may have to take on the responsibility of identifying those gaps and seeking to have them filled. On the positive side, in a small situation personal contacts with other agencies and publicity may come easier.

I&R Staff Needs. Interesting questions: Can we train at all? Are there certain inborn qualities that make a good I&R worker? Where should training happen, and when? And how do you evaluate performance? It was agreed that everyone needs training, and it needs to begin in library school. Human relations should be stressed, both in training and in selecting staff for I&R. Attitudes and values, communication, and use of resources should be included in all I&R training. People from the local community (universities, social service agencies) could be used to train. Training should be ongoing.

I&R for Your Library? Discussed was the difference between follow-up in a traditional reference situation, as opposed to an I&R situation. I&R often attracts people to the library with traditional reference questions. The main issue: How does library policy effect the introduction of I&R? To introduce I&R, a specific organizational structure is required. It is very difficult to determine what kinds of service should be provided in a given library. Community needs and staff resources clearly should influence the decision. And the decision should be made before any service begins.

On the following pages are the tabulations and remarks compiled from a questionnaire distributed at the end of the program.

PUBLIC LIBRARY ASSOCIATION
Information & Referral Committee

The Information & Referral Committee of PLA would like your assistance in planning future programming and publications. Your ideas are appreciated.

1. Have you worked in an information and referral center in a public library?

23 YES   61 NO

2. If not, after attending this program, are you interested in developing an information and referral service?

30 YES   4 NO   7 NOT SURE

3. Does the library at which you work have an information and referral service?

45 YES   49 NO

4. How long has the I & R service been in operation?

7 In planning stage
7 0 - 1 year
17 2 - 3 years
8 4 - 5 years
12 more than 5 years

5. Do you have an active resource file?   44 YES   18 NO

Format:
52 Card
19 Pamphlet
9 Rollodex
0 McBee
6 Microfilm
15 Directory, compiled in-house
16 Directory, compiled elsewhere
4 Other: "vert. file, computer, newspapers, on-line"

Is file development assisted by computer?   10 YES   5 NO

6. Which of the following topics would you like to see covered in future programs and/or publications? If more than one, give priority (1, 2, 3, etc.)

18 Orientation to I & R
23 File structure and format
18 Funding
24 Library organization and I & R
25 Publicity
7 Printed directories
47 Relationships with other agencies
25 I & R in the small library
42 Cooperative approaches to I & R
17 Computer applications to I & R
45 Staff development & training
23 Use of volunteers
3 Other: "I & R for children, I & R trg. for children's libns., legal"

7. What questions were raised today which you would like to see addressed in a future program? see next page

8. Which of the following program formats do you prefer?

51 Speaker
32 Panel discussion
56 Small group discussion
1 Other: "combination of these"

9. Comments:

Answers given to question #7:

What questions were raised today which you would like to see addressed in a future program:

—The role of the public library in I&R
—Staffing — attitudes, training
—Differences in I&R by the library and I&R by social agencies in use of library resources, and development of greater autonomy of individual in pursuing problems
—I&R in the suburban library
—Working with other social service organizations
—Marketing, PR
—Children's services
—Preferred format of resource file — cards, on-line, film, etc.
—I&R in specific subject areas; ethical issues in I&R, especially in law and medicine
—Remember that in the small community, the library may be the only agency to provide this. We need help
—Children's and young adults' needs in I&R services
—Advocacy, cost analysis, evaluation
—Use of volunteers and staff
—Nature of I&R in different community settings — urban, suburban, rural, inner city, bedroom community, etc.
—More on staff qualification, training
—Five-year plans
—Is there a "Survival Kit" for directions for I&R services, say a five-year plan for those who want to implement I&R and need a step by step plan?
—How to know when to limit your attempt to get a comprehensive file
—Process by which collect (find) community resources
—Coordination of press release information programs with existing community library I&R
—Discussion of I&R files used in conjunction (interfiled) with general information files
—What exactly is I&R? What does it mean to the public library?
—Starting I&R services — the group discussion (2nd round) didn't really address this point.

--Difficulty in getting trustee and political support for this program due to their lack of information
--Political aspects of I&R files
--Staff problems -- number of people, attitudes, training
--Advocacy
--Problems of parallel I&R services (library and other) and resolving of conflicts arriving at cooperation
--Priorities: What are the functions of I&R that the library should provide if choices have to be made? Can we be all things to all people?
--I&R on the organization chart
--Evaluation of I&R services
--Legal problems
--Reference ethics trend vs. aggressive I&R described today
--Differences between I&R and social work objectives (what are they all?)
--Cooperative approaches to I&R, use of volunteers, staff development and training
--Why the library? What if someone else is doing I&R?
--How to mesh I&R activities with other duties with short staff and low funding

Answers to question #9, Comments:

--I think the combination of a large program featuring one speaker's report and then small group discussion worked best.
--Excellent program, well done, etc. (7 respondents)
--Today's program very good both in content and in structure
--I hope the I&R committee will attempt to serve as a clearinghouse for resources on the topics discussed in these sessions
--Encourage questions that challenge opinion and premise that I&R is library turf
--Please begin and end on time!
--Remember that in the small community, the library may be the only agency to provide this and we need help
--Very well planned
--Well planned and interesting meeting
--I think the program was great! Childer's presentation -- good; group discussions -- stimulating
--Once our library got involved with I&R probably there would be more questions and answers, and suggestions to add
--In future years, can allowance be made for us to attend more than two of the groups?
--Need more "how to", problem solving, experiences from others; important to get info on administration of I&R program and dealing with politics in and out of library. Need examples of five-year plans also!

--One of the more intellectually challenging and stimulating programs I've attended. I really like the I&R people I met. I'm in YASD and found companionship with your group also. Continue good work for us to follow. I am especially interested in I&R for youth -- legal implications (if any) especially in area of sexual identity and needs (gays, abortion, pregnancy). Major component: manual for training staff in public libraries, emphasizing children and ya's, adults.

--Bigger than I thought it would be

--I am in a special library (the very small library of a social service agency in Detroit), but I am very interested in I&R and may be soon moving to a public library

--Good practical approach appreciated; best wrap-up section of usefulness because each group truly reported; congrats to chairperson on insisting on sticking to time

--This was an especially valuable session. The small group leaders in each session I attended were great. Will buy all tapes available

--The small group sessions were very helpful following a speaker

--This was a very worthwhile program. Both informative and practical suggestions were received

--I suggest that I&R workshops be held in different sections of the country

--Your program with Tom Childers was excellent! Group meetings were very useful and informative

--All questions addressed in 1979 are very important. I wish that I could have hit on more than two. Excellent presentations. How about 1 day or 2?

--I liked the format today. Helpful!

--Liked the format as was

--One of the most fruitful meetings I attended at the conference

--This was one of the more practical meetings at ALA

--I enjoy the small group discussions, because you can learn so much from so many people, but having to choose two from ten, I feel I miss things I need to catch

--How can systems (public library or multi-type) support small library members in developing resource files, staffing, etc.?

--"Small library" leaders & most participants speaking were from larger libraries with branches. Nothing about really small libraries with maximum 1-2 professionals

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3. Childers, Thomas. Third Year Continuation of a [Program to] Research and Design Criteria for the Implementation and Establishment of a Neighborhood Information Center in Five Public Libraries: Atlanta, Cleveland, Detroit, Houston and Queens Borough. *Final Report*. Washington D.C.: U.S. Dept. of Health, Education and Welfare, Office of Libraries and Learning Resources, November 1975.

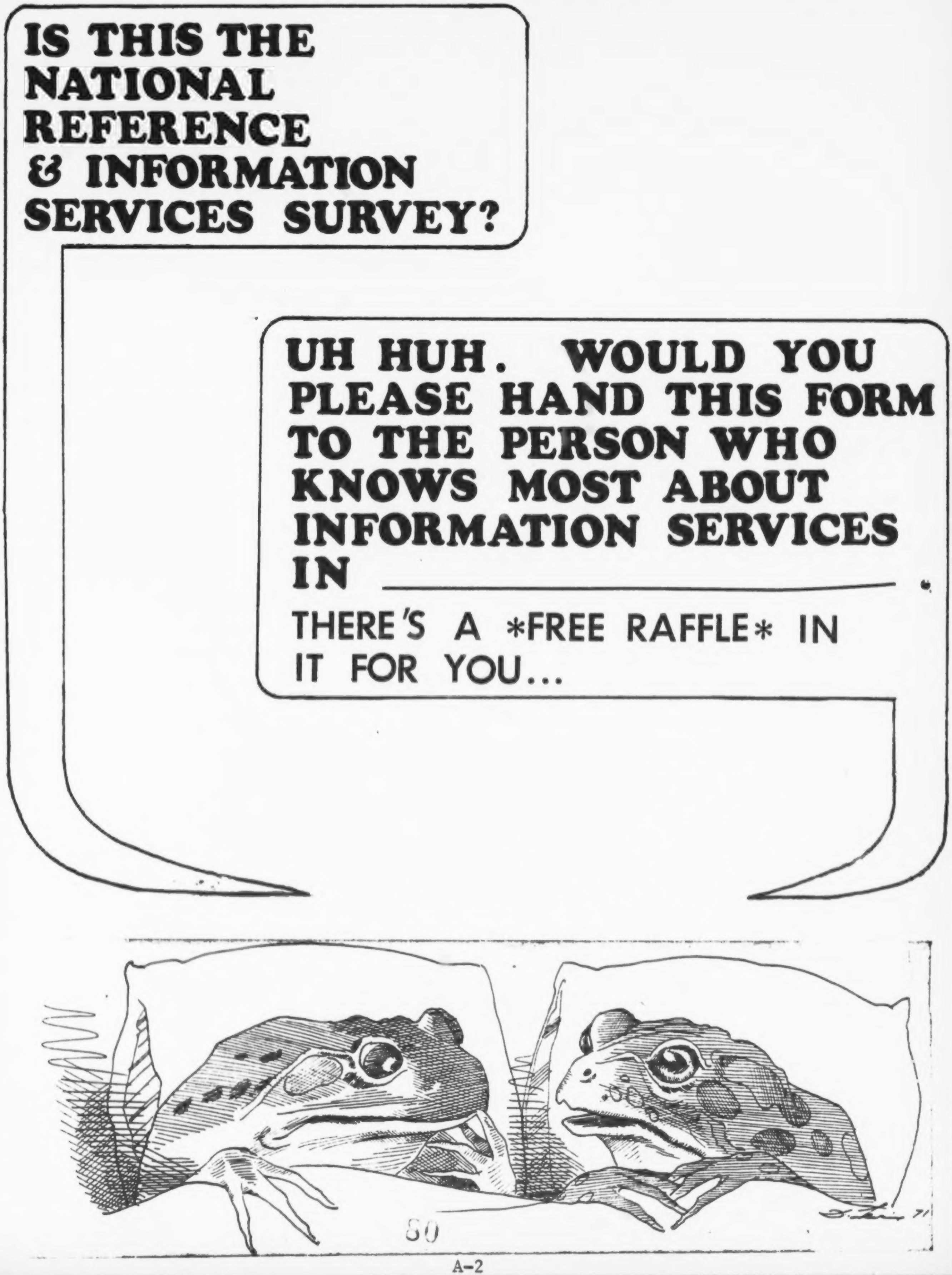
4. Yin, Robert K., Brigitte L. Kenney, and Karen B. Possner. *Neighborhood Communications Centers: Planning Information and Referral Service in the Urban Library*. Santa Monica, CA: Rand Corporation, November 1974.

5. Franklin, Hardy R., and F. William Summers. *Evaluative Study of the Neighborhood Information Centers Project*. A report to the Cleveland Public Library, May 1974.

6. Childers, Thomas. "Trends in Public Library I&R Services." *Library Journal* 104 (October 1, 1979): 2035-2039.

APPENDIX A

NATIONWIDE SURVEY QUESTIONNAIRE AND DATA


IS THIS THE NATIONAL REFERENCE & INFORMATION SERVICES SURVEY?
UH HUH. WOULD YOU PLEASE HAND THIS FORM TO THE PERSON WHO KNOWS MOST ABOUT INFORMATION SERVICES IN ________.
THERE'S A *FREE RAFFLE* IN IT FOR YOU...

Please answer these questions frankly. Give your opinion when it is asked for. You'll notice a code below. It's to be used in follow-up and in sorting the responses. YOUR RESPONSE WILL NEVER BE REVEALED. WHAT YOU SAY IS COMPLETELY CONFIDENTIAL.

Before you start, we need to define one term:

> For this survey, the services, activities, opportunities, and information sources outside libraries that might fill an inquirer's need are called "outside resources" or "outside resource". An "outside resource" can be an office, a community organization, a Yoga center, or a person who is an expert on model planes. Another library would not be an "outside resource".

Please return the form by MARCH 27.

****

1. Would you like to receive a brief summary of this survey?

% = 90 YES 11 NO n = 266

2. Does your library provide for the public any of the following reference/information services? Indicate the degree to which the service is provided. (Circle one number on each line)

		Not provided at all.	Not a routine service; at the discretion of the staff member.	Routinely provided, a standard service.	Library plans to do on a regular basis. (Give approximate date — month and year)	
a. When appropriate, does the staff provide the inquirer with the asked-for information on outside resources such as phone numbers, addresses, contact persons, etc., without further probing?	% =	4	28	68	0	n = 320
b. Does the staff give the same information as above, after probing to determine the inquirer's real underlying need?	% =	10	37	54	0	n = 295
c. Does the staff actively help the public make contact with an outside resource, by making an appointment for him, calling an agency, etc.?	% =	34	53	13	0	n = 316
d. Does the library construct a file or directory containing outside resources? n = 299 % = 54 NO 46 YES						
e. Is that file made available for the inquirer to consult by him/herself?	% =	33	13	43	11	n = 194

3. How many "2's" did you circle above?

	___Zero	___One	___Two	___Three	___Four	
%=	24	21	35	19	2	n = 321

4. Does your library provide any of the following services?

	Not provided at all.	Not a routine service; at the discretion of the staff member.	Routinely provided; a standard service.	Library plans to do on a regular basis. (Give approximate date — month and year)	
a. Provide advice about the outside resources that are available, or help the inquirer choose a course of action to reach needed resources? % =	8	41	51	1	n = 244
b. Make sure the inquirer has reached the proper outside resource or has gotten proper help? % =	39	51	10	0	n = 241
c. Work to overcome obstacles that the inquirer encounters in trying to secure help from outside resource agencies? % =	39	45	16	1	n = 242

▽

Even though you may call them by another name, for the sake of convenience let us call the services listed above "I&R" or "Information and Referral". Very generally, "I&R" means LINKING A LIBRARY USER TO A NON-LIBRARY RESOURCE THAT S/HE NEEDS.

Now go to Question 8, page 5.

	Not provided at all.	Not a routine service; at the discretion of the staff member.	Routinely provided; a standard service.	Library plans to do on a regular basis. (Give approximate date--month and year*)	
d. From the insights or data gained through providing reference/information services, provide formal feedback on social service needs to politicians, planners, social agencies, etc.? % =	69	25	6	0	n = 242
e. Help the client work out personal problems (without necessarily using outside resources); requires deep probing of a complex personal situation such as alcoholism, emotional crises, family disputes, etc. % =	72	25	3	0	n = 241
f. Provide (not simply arrange for) transportation for the public to outside resources? % =	94	4	2	1	n = 241
g. Provide (not simply arrange for) someone to accompany an inquirer to outside resources? % =	93	7	1	0	n = 242

Even though you may call them by another name, for the sake of convenience let us call the services you have identified above "I&R" or "Information and Referral". For the rest of this form "I&R" means, very generally, LINKING A LIBRARY USER TO A NON-LIBRARY RESOURCE THAT S/HE NEEDS.

4. Does your library provide I&R services other than the ones listed in questions 2 and 3?

n = 227 % = 93 NO 8 YES: Please list them briefly here, or on the back.

% = 6 NONE LISTED 94 SERVICE LISTED n = 17

5. In providing I&R service, does your library

a. Use a resource file that the library staff itself has constructed? % = 49 NO 52 YES n = 239

b. Use a resource file constructed by another agency? % = 47 NO 53 YES n = 235

c. Have a distinct name by which I&R is identified by the public? % = 92 NO 9 YES n = 271

What is the name?

8 SPECIFIED
92 NOT SPECIFIED
n = 24

d. Have a separate line in the budget for I&R support? % = 99 NO 1 YES n = 239

e. Assign particular staff member(s) specifically to I&R work? (As opposed to general reference work.) % = 94 NO 6 YES n = 240

How many full-time equivalents?

Range = 1 - 3

f. Use regular staff to provide I&R service? % = 15 NO 85 YES n = 235

g. Hire new staff to provide I&R service? % = 98 NO 2 YES n = 229

How many full-time equivalents?

Range = 1 - 5

6. Since your library began I&R work has there been any increase in the library's budget specifically to support I&R activities?

a. An I&R-related increase has been proposed % = 97 NO 3 YES n = 229
b. An I&R-related increase has actually been funded % = 98 NO 2 YES n = 226

7. In your opinion, which of the following influenced your library to undertake I&R service: (Check all that apply)

a. Another library's experience.

n = 195 % = 56 NO 44 YES: (1) We learned about it through a

n = 85
% = 11 Visit to the site(s)
= 80 Meeting, conference, workshop, etc.
= 40 Published report or article
= 12 Other. Please specify:

(2) What was the name of the library (libraries)?

n = 45
% = 7 NIC Project* or Office of Education
18 NIC library
76 Other library

b. A non-library agency.

n = 171 % = 76 NO 24 YES: (1) We learned about it through a

n = 38
% = 13 Visit to the site(s)
= 42 Meeting, conference, workshop, etc.
= 32 Published report or article
= 32 Other. Please specify:

(2) What is the name of the agency (agencies)?

n = 29
% = 7 United Way, Health and welfare council, or Easter Seal Society
= 7 Social Security agency or other
= 86 Other agency or organization

c. Our own formal needs assessment (a survey or a formal community study).

n = 179 % = 84 NO 16 YES

d. An informal assessment of needs, such as in staff meeting.

n = 190 % = 38 NO 62 YES

*NIC = Neighborhood Information Center

e. Another library's formal needs assessment or community study.

n = 176 % = 85 NO 15 YES: (1) We learned about it through a

n = 27
% = 70 Meeting, conference, workshop, etc.
= 30 Published report or article
= 7 Other. Please specify:

f. A report or article not related to any particular agency.

n = 174 % = 85 NO 15 YES: (1) The title or subject of the article was:

n = 24
% = 35 Remember the title or subject
= 65 Don't remember the title or subject

g. A directive from a governing or funding authority (including trustees).

n = 176 % = 97 NO 3 YES

h. One or more members of the library's staff.

n = 178 % = 42 NO 58 YES

i. Other. Please specify:

n = 195 % = 86 NO 14 YES

8. Do you think it is legitimate for public libraries IN GENERAL to provide I&R service, as it is defined above? (Circle one number only)

Appropriate	5	4	3	2	1	Not appropriate
n = 308 % =	45	21	23	4	7	

9. To what extent do other organizations work with your library in meeting your community's I&R needs?

Not at all	5	4	3	2	1	A great deal
n = 305 % =	34	16	29	11	10	

10. Does your library lend I&R-related support to any other agency that provides I&R services? Have you:

	% NO	% YES	n
a. Compiled a resource file (or directory) that is distributed to non-library agencies for their I&R work?	91	9	299
b. Assisted another agency in setting up a resource file?	82	18	302
c. Assisted another agency in collecting data for its resource file?	72	28	303
d. Convened meetings of I&R providers in your region?	91	9	298
e. Worked with another agency in seeking funding for I&R work in your region?	94	6	296

f. Other things? Please specify:

n = 303 % = 94 NO 6 YES

11. Which of the above would your library probably be willing to do, if asked by another agency? (Put a check [ ] by the letter)

	% NO	% YES	n
a. Compiled a resource file (or directory) that is distributed to non-library agencies for their I&R work?	59	41	280
b. Assisted another agency in setting up a resource file?	42	58	279
c. Assisted another agency in collecting data for its resource file?	43	57	280
d. Convened meetings of I&R providers in your region?	73	27	280
e. Worked with another agency in seeking funding for I&R work in your region?	77	23	279

f. Other things? Please specify.

n = 280 % = 97 NO 3 YES

12. What is your position (title) in the library?

63 director, head, etc.

n = 309 % = 6 asst. or assoc., etc.

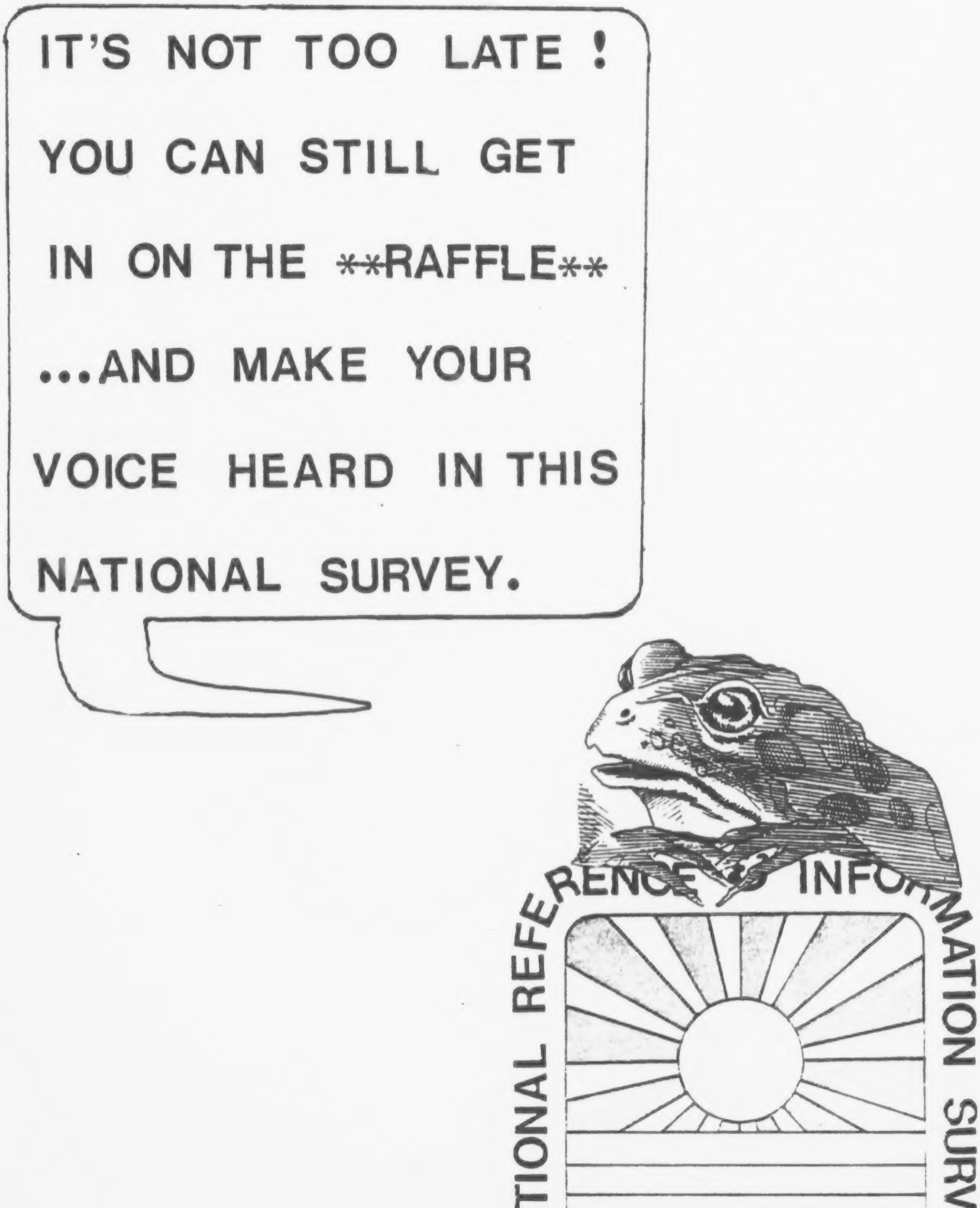
32 other

13. What is the smallest political jurisdiction that your whole library (library system) serves? (Check one only)

n = 316 % =

68 city or town or township
16 county
5 school district
4 multi-county or multi-state region
1 state
7 other. Describe:

YOU'RE DONE! Thanks for sticking with it. Please put the form in the envelope provided and sent it to Thomas Childers, School of Library and Information Science, Drexel University, Philadelphia, PA 19104.


IT'S NOT TOO LATE ! YOU CAN STILL GET IN ON THE **RAFFLE** ...AND MAKE YOUR VOICE HEARD IN THIS NATIONAL SURVEY.
NATIONAL REFERENCE & INFORMATION SURVEY

"I tell you, Mr. Arthur, this survey has no way of registering a nonverbal response!"

• • • and on top of that, your reply is needed to make the survey valid.

. . . SO WOULD YOU SEND YOURS IN NEXT WEEK PLEASE?

• • • if you need another form, send us a note

I need another form. Mine was ☐checked out by a patron ☐sent to the bindery ☐eaten by the board of trustees ☐other.

Your Name ________________________
Library ________________________
Address ________________________
____

Send to:
Tom Childers
GSLS
Drexel University
Philadelphia, PA 19104
or call collect:
(215)895-2494/2490/2479

THANKS FOR YOUR LETTER!

Here's the extra copy of the National Information and Reference Survey that you asked for.

Would you please fill it out and return it immediately?

Thanks.

BUCK UP

Even if your pet grinch ate it,
Even if you lost it in the war,

THERE'S STILL HOPE

Here's a fresh copy of the National Reference and Information Survey, so you have a chance to

- increase what we know about public library service and
- get in on a little free raffle

So far 221 libraries - big and little - have responded. But we need your answers, and by May 5.

PLEASE

APPENDIX B

FOCUSSED SAMPLE

QUESTIONNAIRE AND DATA

COVER SHEET FOR NEW MEMBERS OF SAMPLE

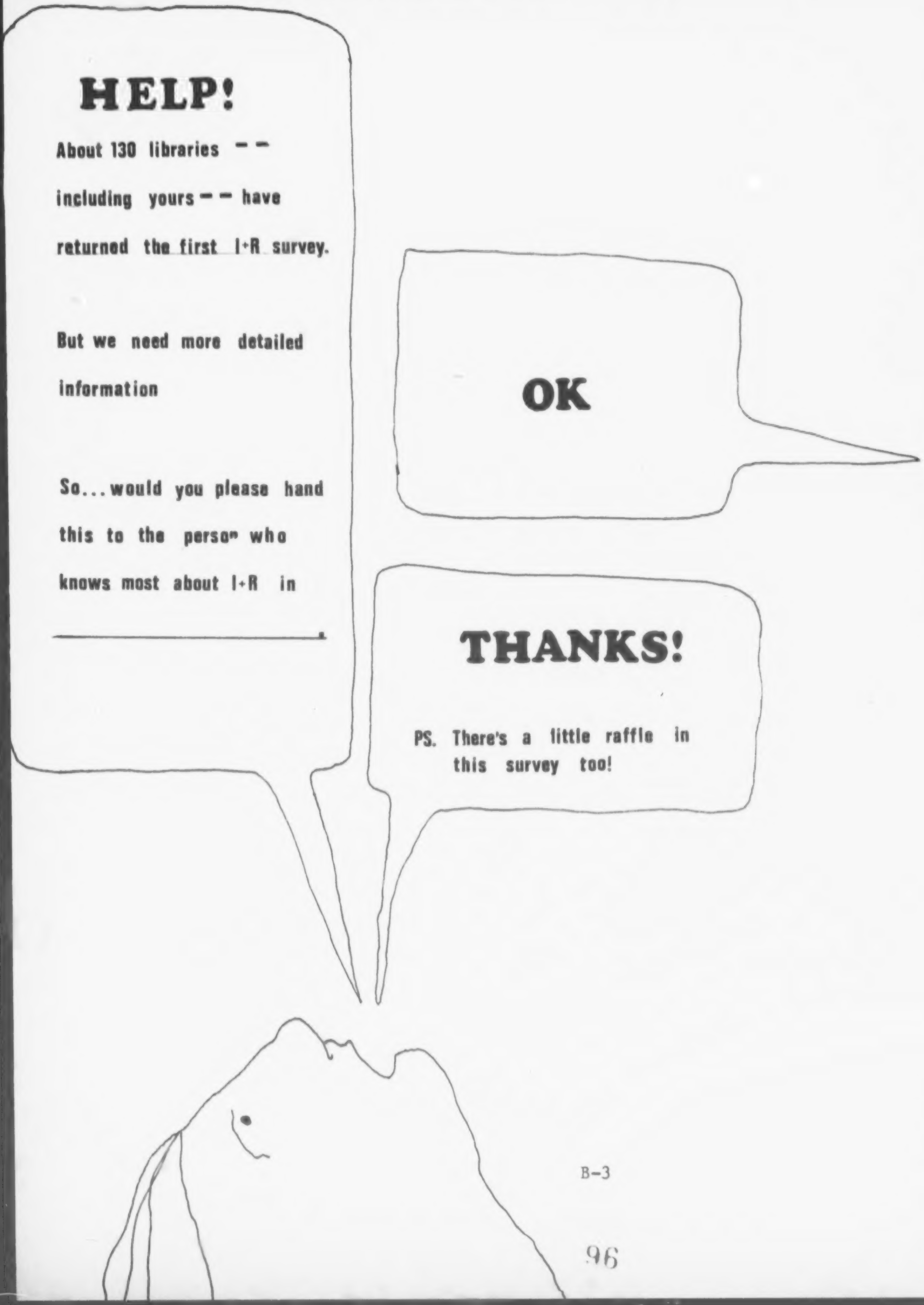
WOULD YOU PLEASE HAND THIS FORM TO THE PERSON WHO KNOWS MOST ABOUT INFORMATION & REFERRAL

IN ____________________________________.

THANKS !

YOU'RE WELCOME.

COVER SHEET FOR PREVIOUS MEMBERS OF SAMPLE


HELP! About 130 libraries -- including yours -- have returned the first I+R survey. But we need more detailed information So... would you please hand this to the person who knows most about I+R in ________.
OK
THANKS! PS. There's a little raffle in this survey too!

COVER LETTER FOR NEW MEMBERS OF SAMPLE

NATIONAL REFERENCE & INFORMATION SURVEY

May 16, 1978

"Information and referral", "information and reference" -- or whatever you call the process of LINKING CLIENTS TO RESOURCES THEY NEED OUTSIDE THE LIBRARY -- is being talked about quite a bit in public libraries these days.*

Public libraries need to share their "I&R" experiences on a nationwide basis, so we can make sounder decisions, argue more convincingly for funding, and serve people better. We need to know about the "I&R" services public libraries offer, the training of their I&R providers, the way they arrange their files, how they fund their I&R activities, and on and on.

We need your help in collecting this information. Would you take about 1/2 hour to fill out the attached form? The form is shorter than it weighs; it only contains 7 questions per gram!

For your trouble, we'll send you a summary of the study when it's done, and give you a chance in a raffle for a 1/2 gallon of pure Vermont maple syrup or a 4-pound ball of Gouda cheese from Philadelphia's Italian market!

Please return this form by JUNE 1.

Thanks.

Thomas Childers
Graduate School of Library Science
Drexel University
Philadelphia, PA 19104

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*We'll call it "I&R" here, for convenience.

COVER LETTER FOR PREVIOUS MEMBERS OF SAMPLE

ROUND #2
PLEASE ANSWER WHETHER
OR NOT YOU'VE RETURNED
THE EARLIER SURVEY.

NATIONAL REFERENCE & INFORMATION SURVEY

May 16, 1978

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---

*We'll call it "I&R" here, for convenience.

NATIONAL I&R SURVEY

Please answer frankly. Give _your_ opinion when it's called for. You'll notice a code at the bottom of this page. It's to be used in follow-up and in sorting the responses. YOUR RESPONSE WILL NEVER BE REVEALED. WHAT YOU SAY IS COMPLETELY CONFIDENTIAL.

For your convenience, the last page of this form is a "Worksheet". You may want to jot down a thing or two as you go. Tear the Worksheet off the form and use it as you wish.

Before starting, let's get a few definitions out of the way.

> "I&R" means, broadly, LINKING A CLIENT TO A NEEDED RESOURCE OUTSIDE THE LIBRARY.
>
> "Resource(s)" means the services, activities, opportunities, and information sources _outside the library_ that might fill a client's need. "Resources" can include a social service agency, a government office, a community organization, a Yoga center, or a person who is an expert on model planes. Another library would _not_ be considered a "resource".

If you have any problems with the form, call Anita Anker, Diana Forwalter or Thomas Childers collect at (215) 895-2494, 895-2490, or 895-2479.

Please return this form by JUNE 1.

* * *

THE RAFFLE: At the end of the study, the name of everyone who has completed a form will be entered in a raffle. Two winners will be drawn from a hat. Each winner will have his choice of a half-gallon of Orvis pure Vermont maple syrup or a 4-pound ball of Gouda cheese from Philadelphia's Italian market.

If you want your name entered in the raffle, put it here. Your response to the form will be confidential.

Name________________________________

Address______________________________

____

Phone________________________________

Preferred bounty: ☐ Maple syrup ☐ Gouda cheese

1. Would you like to receive a summary of the final report?

   % = 94 YES 6 NO n = 256

2. Does your library provide for the public any of the following reference/information services? Indicate the degree to which the service is provided. (Circle one number on each line)

		Not provided at all.	Not a standard service; up to the staff member.	Regularly provided as a standard service.	Library plans to do on a regular basis. (Give approximate date.)	
a. Does the staff provide the inquirer with the asked-for information on outside resources such as phone numbers, addresses, contact persons, etc., without further probing?	% =	2	18	81	0	n = 263
b. Does the staff give the same information as above, after clarifying the inquirer's real and underlying need?	% =	6	33	61	0	n = 255
c. Does the staff actively help the public make contact with an outside resource, by making an appointment for him, calling an agency, etc.	% =	35	48	17	0	n = 268
d. Does the library itself construct a file of outside resources? n = 244 % = 30 NO 70 YES						
__NO __YES: e. Is that file made available for the inquirer to consult by himself?		11	15	74	*	n = 166

Note: Values move than 0% and less than or equal to 1% are always represented as "1%."

*14% of those where a file is not available at all, or is not available as a standard service, are planning to make a file available.

3. How many "2's" did you circle above?

	__Zero	__One	__Two	__Three	
% =	8	15	35	43 (3 or more)	n =

Even though you may call them by another name, for the sake of convenience let us call the services listed above "I&R" or "Information and Referral". Very generally, "I&R" means LINKING A LIBRARY USER TO A NON-LIBRARY RESOURCE THAT HE NEEDS.

Now go to QUESTION 80, page 17.

4. Does your library provide any of the following services?

	Not provided at all.	Not a standard service; up to the staff member.	Regularly provided as a standard service.	Library plans to do on a regular basis. (Give approximate date.)	
a. Provide evaluations of the outside resources that are available. % =	66	25	99	1*	n = 232
b. Help the inquirer choose a course of action to reach needed resources. % =	18	48	34	2	n = 235
c. Make sure the inquirer has reached the proper outside resource, or has gotten proper help. % =	48	40	12	1	n = 237
d. Work to overcome obstacles that the inquirer encounters in trying to secure help from outside resource agencies. % =	37	46	17	1	n = 238

*% of those answering "Not at all" or "Not standard service"

	Not provided at all.	Not a standard service; up to the staff member.	Regularly provided as a standard service.	Library plans to do on a regular basis. (Give approximate date.)	
e. From the insights or data gained through providing reference/information services, provide formal feedback on social service needs to politicians, planners, social agencies, etc. % =	66	25	9	1*	n = 233
f. Help the client work out personal problems (without necessarily using outside resources); requires deep probing of a complex personal situation such as alcoholism, emotional crises, family disputes, etc. % =	87	11	2	0	n = 242
g. Provide transportation (not simply arrange for) for the public to outside resources. % =	97	3	1	0	n = 244
h. Provide (not simply arrange for) someone to accompany an inquirer to outside resources. % =	96	3	1	0	n = 242

Even though you may call them by another name, for the sake of convenience let us call the services you have identified above "I&R" or "Information and Referral." For the rest of this form "I&R" means, very generally, LINKING A LIBRARY USER TO A NON-LIBRARY RESOURCE THAT HE NEEDS.

5. Does your library provide I&R services other than the ones listed in questions 2 and 4?

n = 234 % = 84 NO 16 YES: Please list them briefly here, or on the back.
% = 93 Service Listed n = 41

7. Does your library participate in an I&R network (not a general reference network)?

n = 232 % = 76 NO 24 YES: 8. Is the network a major or a minor factor in providing I&R, in your library? (Circle one)

Major factor	5	4	3	2	1	Minor factor
n = 54 % =	19	6	28	22	24	Mean = 2.8

*% of those answering "Not at all" or "Not standard service"

9. Does your library's I&R service support a special project(s) only -- such as a Service to the Aging project?

n = 237 % = 98 NO 2 YES: Go to Question 80.

10. Does the I&R service support particular department(s) or subject(s) only? (For example, support only a Government Information Department.)

n = 232 % = 99 NO 1 YES: Go to Question 80.

11. Is your I&R service intended

n = 231 % = 96 a. for the general population OR 4 b. for a particular group. Please identify the group

[Note: multiple responses allowed]

20 20 Aged
60 60 Women
n = 10 % = 10 10 Youth
70 70 Handicapped
30 Other. Please specify:

Go to Question 80.

12. When did your library's I&R service first become operational?

Year Median Year = 1975
39% No particular starting date
8% Don't remember
n = 226

13. Were client needs assessed in any way by your library before beginning I&R service?

n = 226 % = 52 NO 48 YES: 14. Was the needs assessment based mainly on: (Check one)

n = 104 % =
14 a. a formal study?
86 b. knowledge and experience of the library staff and/or other experts?

15. In your opinion, which of the following influenced your library to undertake I&R service: (Answer each question)

a. Another library's experience.

n = 215 % = 56 NO 44 YES: 16. We learned about it through a

n = 87 % =
26 Visit to the site(s)
59 Meeting, conference, workshop, etc.
46 Published report or article
26 Other. Please specify: 14% specified

17. What was the name of the library (libraries)?

n = 66
80% Named the library
17% Don't remember
3% Prefer not to say

b. Non-library agency (agencies).

n = 178 % = 69 31 YES

c. Our own formal needs assessment (a survey or a formal community study).

n = 180 % = 87 NO 13 YES

d. An informal assessment of needs, such as in a staff discussion.

n = 201 % = 18 NO % = 82 YES

e. Another library's formal needs assessment or community study.

n = 183 % = 81 NO 19 YES: 18. We learned about it through a

n = 35 % = 69 Meeting, conference, workshop, etc.
n = 34 % = 62 Published report or article
n = 35 % = 14 Other. Please specify: 11% specified

f. A report or article not related to any particular agency.

n = 184 % = 82 NO 18 YES: 19. The title or subject of the article was:

n = 30
37% Named title or subject
63% Don't remember the title or stuject

g. A directive from a governing or funding authority (including trustees).

n = 191 % = 93 NO 7 YES

h. Other. Please specify:

n = 190 8% mentioned "other"

20. Do you feel that non-library agencies generally have accepted or not accepted your library as an "I&R" agency? (Circle the appropriate number)

n = 229 Accepted 5 4 3 2 1 Not accepted Don't know

% = 17 18 25 8 5 mean = 3.5

21. Beyond referring or directing clients to non-library agencies, does your library work directly with other agencies in meeting the I&R needs of your community?

n = 233 A great deal 5 4 3 2 1 Not at all

% = 15 13 29 19 24 mean = 2.8

22. In your opinion, how much need is there for your library to improve its relationship with the other agencies?

n = 230 No need to improve relationship 5 4 3 2 1 Strong need to improve relationship

% = 6 13 31 27 23 mean = 2.5

23. What kind of statistical records about I&R does your library regularly keep? (This includes sampled statistics, too.)

a. Number of I&R queries (distinct from other queries)

n = 228 % = 65 No record 14 We sample occasionally 20 We keep a running total (Please enter the most recent 12-month total:*

n = 36 mean = 3796 w/o highes case

range = 15 - 163,000

b. Time per I&R transaction

n = 228 % = 87 No record 11 We sample occasionally 1 We keep a running total

*If the I&R service is less than a year old, please enter the most recent total.

c. Number of referrals (as opposed to information-giving) n = 230

% = 80 No record   10 We sample occasionally   10 We keep a running total

d. Number of follow-ups   n = 229

% = 87 No record   10 We sample occasionally   4 We keep a running total

e. Number of walk-in vs. phone queries   n = 227

% = 78 No record   9 We sample occasionally   13 We keep a running total

f. Topics (categories) of I&R inquiries (such as "health care", "emergency shelter", etc.)   n =

% = 77 No record   11 We sample occasionally   12 We keep a running total

g. Other data   n = 228

We sample occasionally: 5%

Both = 1%

We keep a running total: 8%

24. Have any data or impressions that your library has gathered in the course of I&R service been used by planners, service workers, community groups, or others for the sake of improving community services?

n = 229   % = 37 No   30 YES   33 Don't know

25. In your library, who answers I&R questions? (Check all that apply) n = 233

% =
- 66 Regular adult services staff
- 32 Regular children's services staff
- 21 Regular young adult services staff
- 74 Regular reference staff
- 37 Regular library associate (paraprofessional) staff
- 19 Regular clerical staff
- 15 A special "I&R-only" staff
- 2 No one; I&R is self-service in our library
- 10 Other. Please specify:

26. In providing I&R service, has your library assigned certain existing staff member(s) expressly to I&R work?

n = 227   % = 78 NO   22 YES: 27. How many full-time equivalents?63.3 count
How many of these have master's degrees?43 coun
How many of the master's degree are in library science?40 count

28. Has your library hired new staff expressly to provide I&R service?

n = 232   % = 83 NO   17 YES: 29. How many full-time equivalents? 91 count
mean = 2.4

30 How many of the I&R service delivery staff have a background in social service work? (Check the two boxes that apply)

	All Staff	Some Staff	No Staff	
Formal education or training	2%	29%	69%	n = 206
Experience	3	37	60	n = 200

31. How many of your I&R staff have had formal training in I&R work.

	All Staff	Some Staff	No Staff	
Formal courses	3%	24%	74%	n = 190
Workshops, institutes, etc.	1	49	42	n = 212

32. In your opinion, which of the following is the most important trait for front-line I&R providers in your public library? (Check only one)

51 Sensitivity in responding to the public
22 Knowledge of social service agencies
11 Perseverance in serving the inquirer
% = 13 Listening, interviewing or counselling skills   n = 210
0 Bilingual skills
2 Skill in organizing files
0 Other. Specify:

33. Do you feel that I&R work in your library is

Primarily library/ information work	1	2	3	4	5	Primarily social work
n = 231 % =	48	29	17	4	1	mean = 1.8

34. How do you think the library's professional staff as a whole feel about it?

Primarily library/ information work	1	2	3	4	5	Primarily social work
n = 228	% = 43	27	19	7	4	mean = 2.0

35. Is your library's I&R service available: (Check one)

21 In all branches
40 Primarily in main/central branch
% = 3 Primarily in specially designated branch(es) n = 225
36 Our library does not have a branch

36. Does your library's I&R service have:

a. Its own service desk or other special service point 24 YES 76 NO n = 226
b. A special name to identify it % = 29 YES 71 NO n = 225
c. Separate phone lines, dedicated to I&R 15 YES 85 NO n = 224

37. Can your clients make use of your library's I&R services

a. by phone? 97 YES 3 NO n = 230
b. in person? % = 98 YES 2 NO n = 228
c. via remote computer terminal? 1 YES 99 NO n = 216
d. via cable television? 3 YES 97 NO n = 215

38. How does the behind-the-scenes work for I&R get done in your library? (Such as gathering information for files, maintaining files, training, etc.)
(Check all that apply)

33 There is a specially designated staff that performs and coordinates this kind of work. n = 227
35 This kind of work is distributed among the regular library staff. n = 227
% = 33 This kind of work is distributed among the staff who actually answer I&R questions. n = 225
14 Other. Please describe: n = 226
12% described

39. In its I&R service, does your library use an I&R resource file? (A resource file is a directory or list of resources the client might need.)

n = 232 % = 18 NO 82 YES: 40. Is the resource file
77 on index cards n = 191
29 printed or photocopied in looseleaf form n = 191
% = 20 printed or photocopied in bound form n = 190
3 computerized, on-line n = 190
5 printed, in microfiche form n = 191
0 printed, on microform n = 191*
11 other. Please specify: n = 191
8% specified

Go to Question 41. Go to Question 42.

*Assume: "other than microform."

41. Does your library compile or help in compiling a resource file?

___NO ___YES

to
Question 57
page 13.

42. Does your library compile or help compile the I&R resource file?
__NO __YES

n = 213
80
% = 20

Go to
Question
45.

43. Does any other organization participate in compiling the file?

n = 182 % = 52 NO 48 YES: 44. Who has the major responsibility for compiling the file?

Primarily the library 5 4 3 2 1 Primarily the other organization(s

n = 88 % = 28 18 20 11 22 mean = 3.2

45. How many items ("resources") are included in the total resource file?

Approximately: Mean, w/o extreme case - 689 44% Don't know n= 108
Range = 2 - 45,000

46. Which of the following elements does your library try to include in the entries in your resource file? (Check all that apply) n = 194

98 a. Name of resource
98 b. Address
99 c. Phone number
90 d. Description of services or activities
83 e. Name of person to contact
54 f. Name of person in charge
59 g. Type of service (federal, state, local, private)
% = 22 h. Source of financial support
72 i. Hours of service
60 j. Geographic area served
56 k. Eligibility requirements
4 l. Evaluation of the service by library staff
5 m. Qualifications of the staff
13 n. Physical accessibility of agency (ramps, parking, public transport, etc.)
29 o. Service capacity/Availability of services
21 p. Languages spoken other than English
55 q. Fees for services
9 r. Other. Please specify:
9% specified

47. What is the main order of the resource file — the order that contains the library's most complete information about resource agencies?

Examples:

Alphabetical by provider	Al-Anon Andrews Day Care Art-by-numbers, Inc. Astral Yoga

Alphabetical by subject, then provider	ALCOHOLISM
	  Al-Anon
	  Drug Abuse Center
	ART
	  Art-by-numbers, Inc.
	  Portash University, Fine Arts Dep

Alphabetically, by provider (individual or agency)
Alphabetically, by subject and under that, alphabetically by provider [AS ASKED]
Geographically and, under that, alphabetically by provider
By segment of the population served (target group)
By need or problem
Other. Please describe:

AS RECODED DURING ANALYSIS:

% =

51	Alphabetical by provider	
30	Alphabetical by subject	
20	Split file, usually subject and provider, with complete information in each file	n = 192
4	Dictionary alphabet, with multiple access (e.g., provider, service, target group)	
1	By need or problem	
4	Other	

48. In addition to the main file order, is there an index to the resource file — for example, at the back of a published resource file, or in a separate section of a card file?

% = 44 NO   49 YES   7 Not applicable   n = 192

49. Are the subject headings or classifications that are applied to an entry in the resource file drawn from a prepared list of subject headings? (Prepared in-house or elsewhere.)

% = 32 NO   51 YES   16 Don't know   n = 188

50. On the average, how often is every entry in the resource file verified?

About 3 times a year?
About 2 times a year?
About 1 time a year? [AS ASKED]
About every two years?
As the need to revise an entry becomes apparent during the course of I&R work.

Don't know
Other. Please specify:

AS RECODED DURING ANALYSIS:

% = n = 193

3	About 3 times a year
5	About 2 times a year
29	About 1 time a year
7	About every 2 years
26	As the need becomes apparent
10	Once a year and as needed
3	Every 2 years and as needed
7	Other
11	Don't know

51. Is computer equipment used in maintaining or manipulating the resource file?

n = 192 % = 93 NO 7 YES

52. Is computer equipment used in retrieving information from the resource file?

n = 192 % = 96 NO 4 YES: 53. Is the resource file accessed online?

n = 8 % = 50 NO 50 YES: 54. Is online access available at every point where I&R service is available?

n = 8 % = 50 NO 50 YES

55. Is there one person in your library who has responsibility for overseeing or coordinating all I&R services?

n = 192 % 40 NO 60 YES: 56. Put that person's title in the box at the appropriate level:

n =117

1. (Director of the library)	20%
2.	41%
3.	25%
4.	11%
5·1 1	3%

[Added durin analysis]

Below, you are asked to assign priorities to various library services. Check one item for EVERY pair.

57. Imagine that your library has been mandated to eliminate one public service. If you personally were forced to choose one from each of the following pairs to be retained and the other to be eliminated entirely, what would your choice be? Please put an "R" by the service you would choose to retain.

Example: e. __I&R Service or R Circulation of periodicals

a. 4% I&R service OR 96% Traditional book-based reference service n = 224

b. 58% I&R service OR 42% Program events (demonstrations, talks, showings, etc.) n = 217

c. 36% I&R service OR 64% Children's story hours n = 218

d. 18% I&R service OR 82% Interlibrary loan n = 221

If you are the director of your library, go to Question 59.

58. IF YOU ARE NOT THE DIRECTOR OF THE LIBRARY: What choices do you think the library's director would make? (What is YOUR best guess of the director's likely choice when forced?)

a. 3% I&R service OR 97% Traditional book-based reference service n = 146

b. 38% I&R service OR 62% Program events (demonstrations, talks, showings, etc.) n = 141

c. 25% I&R service OR 75% Children's story hours n = 142

d. 14% I&R service OR 86% Interlibrary loan n = 142

59. IF YOU WORK IN A LIBRARY WITH MORE THAN ONE PROFESSIONAL POSITION: What choices do you think the majority of your library's professional staff would make?

a. 3% I&R service OR 97% Traditional book-based reference service n = 183

b. 34% I&R service OR 66% Program events (demonstrations, talks, showings, etc.) n = 177

c. 22% I&R service OR 78% Children's story hours n = 177

d. 11% I&R service OR 89% Interlibrary loan n = 179

60. For on-going support of I&R services: Does your library's budget include an amount specifically earmarked for I&R?

n = 222 % = 91 NO 9 YES: 61. What was the amount budgeted for I&R services for your current 12-month fiscal year ?

Range = $4 - 58,115

n = 15
mean - $14,899

62. Is on-going support for I&R absorbed in the library's regularly budgeted activities?

n = 212 % = 73 Completely 16 Somewhat 11 Not at all

63. Has any on-going financial support (as opposed to start-up support) of I&R operations come from outside the library's regular source of income -- from a special source of money?

n = 60 % = 55 NO 45 YES: 64. Identify the offices or agencies that awarded the money:

n	%	
n = 30	% = 27	State Library agency
29	17	U.S. Office of Education
29	28	Dept. of Health, Education & Welfare
29	3	United Way
28	0	Private foundation
29	52	Other. Please specify:

[Note: Multiple responses allowed.]

65. For on-going support of your library's I&R service, do you receive outside support other than money?

n = 221 % = 66 NO 34 YES: 66. What kind of support?

n	%	
n = 76	% = 51	Volunteer workers
75	53	Access to another agency's I&R files
75	21	Help in training our staff
72	36	Publicity
74	16	Other. Specify: 14% specified

67. In preparing for I&R services, libraries sometimes have start-up costs. Did your library experience I&R start-up costs?

n = 219 % = 64 NO

36 YES: 68. Did any financial support for start-up come from outside the library's regular sources of income?

n = 79 % = 29 NO

71 YES: 69. Identify the offices or agencies that awarded the money:

n = 56 % =
39 State library agency
18 U.S. Office of Education
29 Dept. of Health, Education & Welfare
4 United Way
5 Private foundation
29 Other. Please specif
25% specified

70. In starting up I&R, did your library receive outside assistance other than money?

n = 218 % = 61 NO

39 YES: 71. What kind of assistance?

n = 85 % =
32 Volunteer workers
54 Access to another agency's I&R files
47 Help in training our staff
38 Help in developing I&R procedures
33 Publicity
25 Other. Specify: 21% specified

72. Is any special communications equipment currently used in the library's I&R service?

n = 221 % = 90 NO

10 YES: 73. Which ones? (Check all that apply)

n	%	
22	14	Cable television, to link client with librar
23	0	Cable television, to link library with service agency
23	39	Three-way phone connections to link library, client and service agency
23	13	Teletype facilities, to link library with other agency
22	14	Teletype facilities, to link library with client
23	26	Other. Please describe briefly:

74. Has the library ever added a new phone line(s) specifically to assist in I&R services?

n = 227 % = 78 NO 22 YES

75. Has the library ever had 3-way phone hook-up facilities for the purpose of I&R?

n = 227 % = 93 NO 7 YES

76. Has your library engaged in any publicity of its I&R service?

n = 229 % = 38 NO 62 YES:77. Please fill out this table. Identify which form of publicity was used to publicize I&R only, or to publicize I&R with other services.

Go to Question 78.

[Note: Multiple responses allowed.]

PUBLICITY	SERVICES PUBLICIZED:		
	I&R only	I&R with other service	n
a. Newspaper features, spots or ads	% = 40	54	141
b. Television features, spots or ads	19	17	141
c. Radio features or ads	28	30	141
d. Flyers, or brochures	36	34	141
e. Posters or placards	33	15	141
f. Bill boards	8	3	139
g. Personal contact by library staff	36	42	141
h. Other. Please specify:		16	135

78. How much money is allocated in the library's current regular budget for I&R publicity?

% = 65 No money at all 35 Cannot be calculated

$: Range = $100 - 75,000 (2 cases only)

n = 198

79. In providing I&R service, what has been the biggest problem for your library? Please be more specific than simply stating "money."

[Not coded for computer. See text for responses.]

80. Has your library worked with other agencies? Has the library:

	%		n
Helped compile a resource file (or directory) that is distributed to non-library agencies for their I&R work?	41	YES	254
Assisted another agency in setting up a resource file?	40	YES	260
Assisted another agency in collecting data for its resource file?	48	YES	259
Convened meetings of I&R providers in your region?	20	YES	257
Worked with another agency in seeking funding for I&R in your region?	14	YES	254
Published a joint I&R newsletter?	3	YES	253
Done other I&R-related things? Please specify: 14% specified	15	YES	261

81. What is the smallest (most local) political jurisdiction that your whole library (library system) serves? (Check one only)

%		
56	city or town or township	n = 265
26	county	
4	school district	
7	multi-county or multi-state region	
4	state	
3	other. Describe:	

82. YOU'RE DONE! Thanks for sticking with it. Please put the form in the envelope provided and send it to Tom Childers, Graduate School of Library Science, Drexel University, Philadelphia, PA 19104.

Best wishes.

NATIONAL I&R SURVEY WORKSHEET

THINGS TO LOOK UP

QUESTION #	LOOK UP:

IT'S NOT TOO LATE!

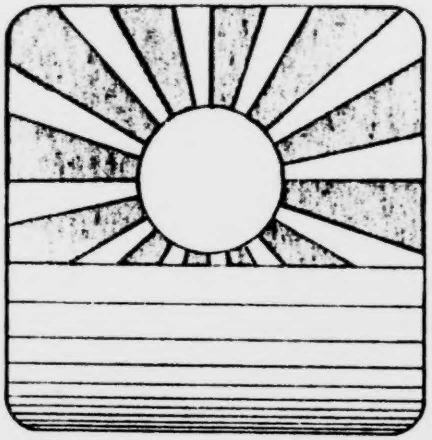
You can still get in on the *RAFFLE* . . . and speak your piece in the

INFORMATION & REFERRAL SURVEY

if you'll SEND IT IN BY JUNE 19

AND ➡ if you ☐lost yours at the movies
☐sent it to the bindery
☐had it eaten by the board

we'll send you another one. Just look under my nose ⟶.



Your Name ________
Library ________
Address ________
____

Send to:
Tom Childers
GSLS
Drexel University
Philadelphia, PA
19104

or call collect:
(215)895-2494/2490/
2479

FIRST FOLLOW-UP, FOCUSSED SURVEY

BOOKMARK

A VERY SELECTED BIBLIOGRAPHY ON MAIL QUESTIONNAIRES

Ecklund, Bruce. "Effects of prodding to increase mail-back returns." Journal of Applied Psychology, 49(3), June 1965, 165-169.

Orr, David & Clinton A. Neyman, Jr. "Considerations, costs and returns in a large-scale follow-up study." Journal of Educational Research, 58(8), April 1965, 373-378.

Price, D.O. "On the use of stamped return envelopes with mail questionnaires." American Sociological Review, 15(5), October 1950, 672-673.

Robin, Stanley. "A procedure for securing the returns to mail questionnaires." Sociology and Social Research, 50(1), 1965, 24-35.

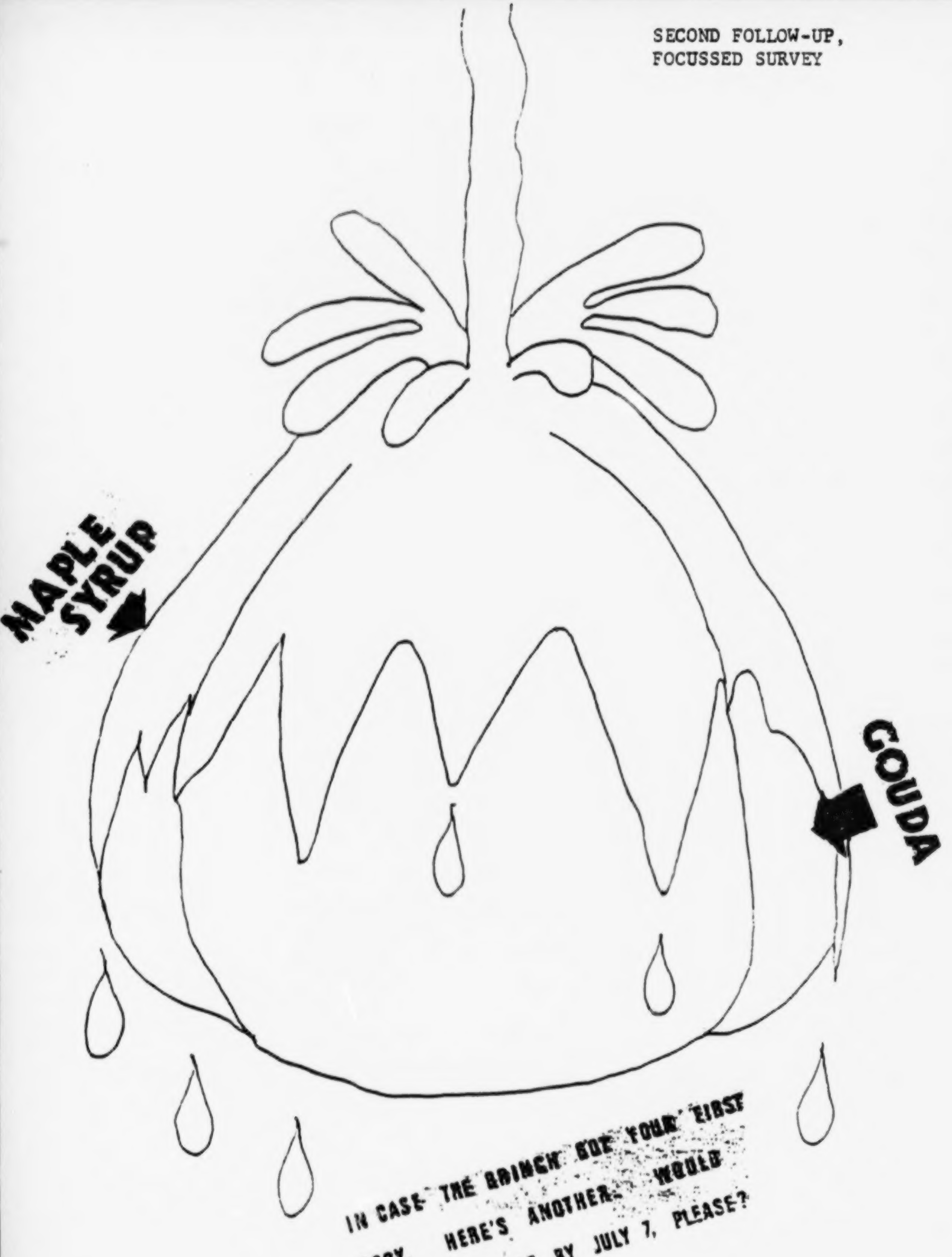
Roeher, G. Allen. "Effective techniques in increasing response to mailed questionnaires." Public Opinion Quarterly, 27(2), Summer 1963, 299-302.

Shuttleworth, F.K. "Sampling errors involved in incomplete returns to mail questionnaires." Journal of Applied Psychology, 25(4), August 1941, 588-591.

BOOKMARK

(over)

SECOND FOLLOW-UP,
FOCUSSED SURVEY



IN CASE THE GRINCH GOT YOUR FIRST COPY, HERE'S ANOTHER. WOULD YOU RETURN IT BY JULY 7, PLEASE?